



# LIFE

TRUMAN ATTACKS,  
TAFT WRITES REPLY

NEW CROP OF BEAUTIES  
IN ITALY'S FILM BOOM

LUCIA BOSÉ

20 CENTS

OCTOBER 20, 1952

REG. U. S. PAT. OFF.



she's in love

... and she loves

Community



## And her very first party is dinner for eight!

There's nothing slow about Jane. Even when it comes to silver, she can't be bothered buying the slowpoke way . . . a single place setting at a time.

Not Jane! "I'm going to have a whole chestful of exactly *what* I want . . . exactly *when* I want it . . . right now! No waiting around for extra place settings I can't afford now. No hoping someone will hurry up and give me more so I can have a real party!"

Jane is richly proud of her Community\* pattern—it's White Orchid\*, newest hit of hits in the world's most deeply loved silverplate. She loves the graceful, tapered handle, and the design which reproduces so faithfully the most beautiful flower of all! She likes to feel the distinguished weight and balance of her White Orchid pattern, too, and to brag about its world-famous lifetime "Overlay" of pure solid silver.

And you . . . what about you? Don't be a silver slowpoke! Your friendly jeweler wants to tell you about his easy-payment plan. He wants to show you Community's five world-popular patterns.

Put Community in your future, here and now. Dinner services for 8, housed in a handsome anti-tarnish chest, lined with Kenized\* fabric, as low as \$55.75. Community . . . the finest silverplate.

\*TRADEMARKS OF ONEIDA LTD., ONEIDA, N. Y. COPYRIGHT 1952, ONEIDA LTD.





# PHILCO

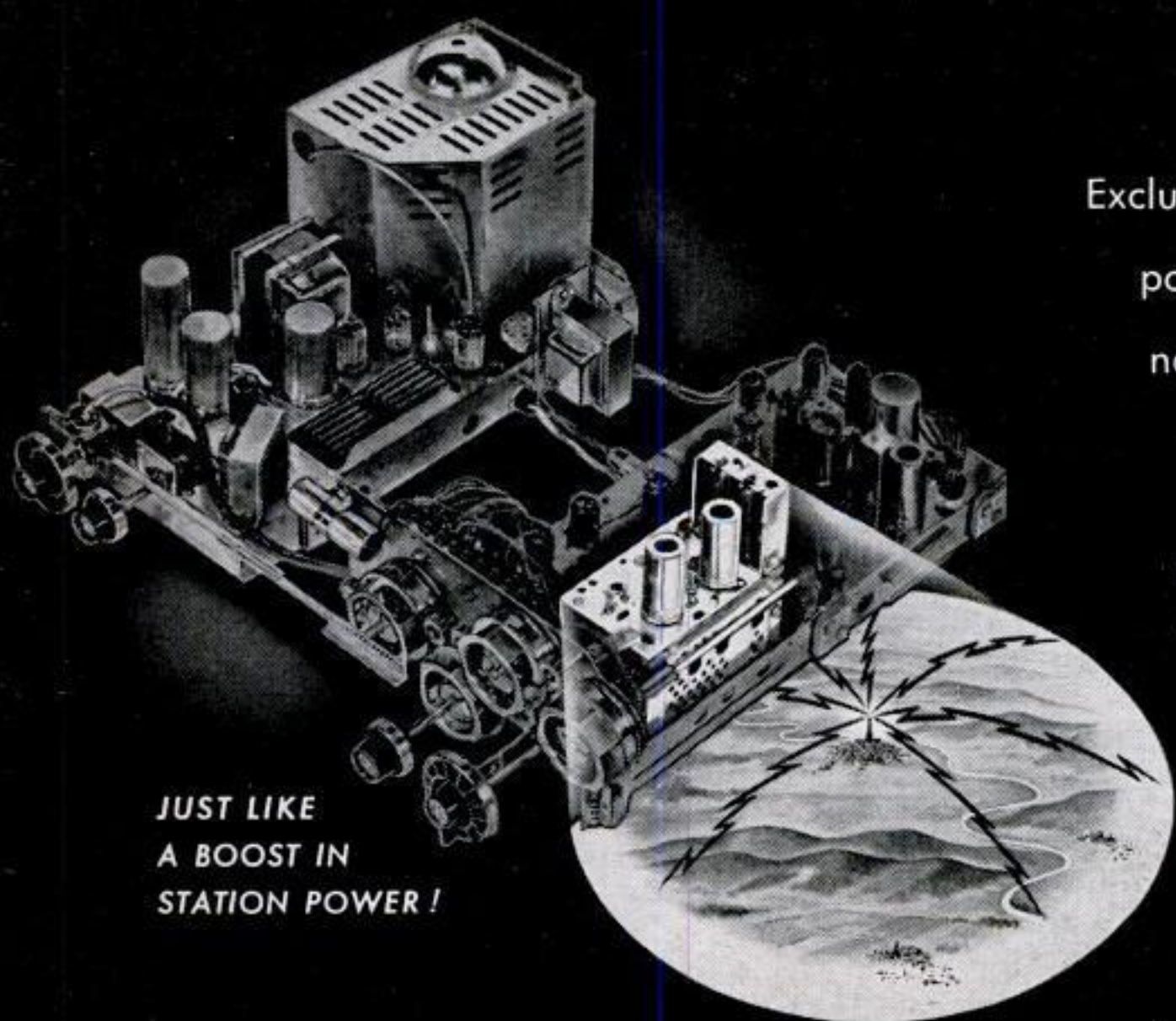
## *Golden Grid Tuner*

### Revolutionizes Television Reception

Television so advanced that it could not have been built a year ago. Exclusive Philco developments revolutionize all former standards of reception power, picture stability and sensitivity... bring clear, sharp reception to vast new areas for the first time. Designed for built-in All Channel UHF.

Exclusive Built-In Aerial for both UHF and VHF.

Philco 2286 (illustrated), TV combination with AM-FM radio, 3-Speed phonograph. Other 1953 models, \$199.95 to \$845, including tax and warranty. (Slightly higher South and West.)



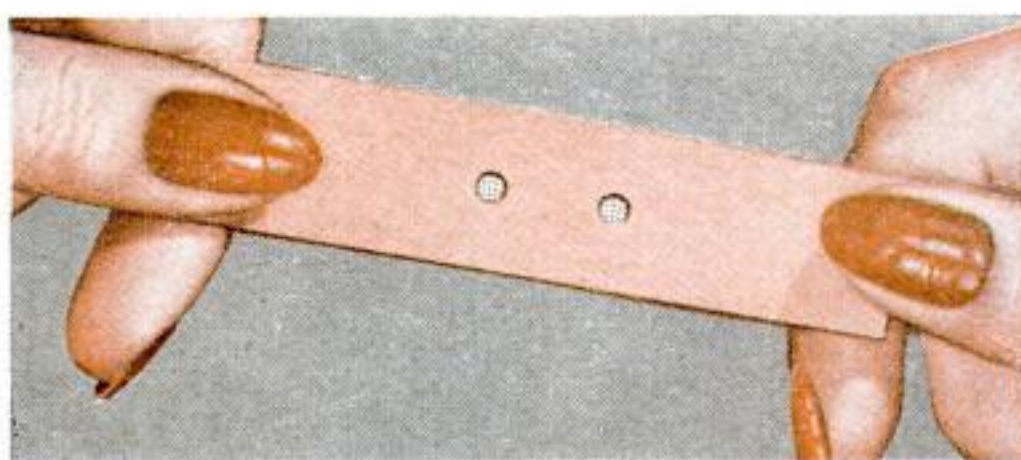
JUST LIKE  
A BOOST IN  
STATION POWER!

PHILCO *Famous for Quality the World Over*



# New plastic bandage stays neat and clean!

An amazing new bandage of  
flesh-colored PLASTIC, made by  
the originators of the famous  
BAND-AID Adhesive Bandage!



FLESH-COLORED PLASTIC . . WON'T LOOSEN IN WATER

## **WATERPROOF!**

Smooth plastic sheds water, washes  
clean, stays snug; never gets soggy.

## **FLESH-COLORED!**

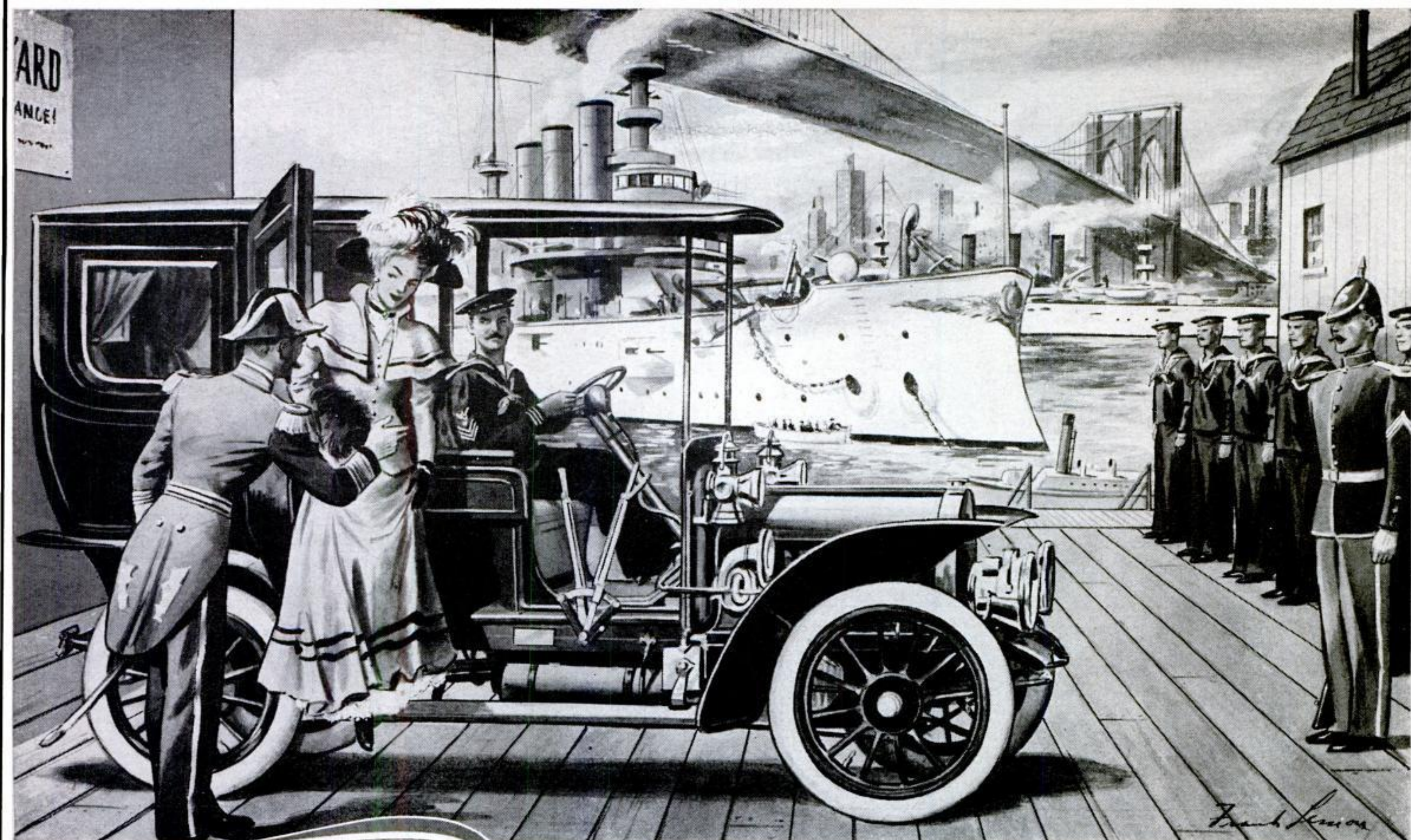
Blends with the color of your skin.  
Thin and flexible, it stretches  
with every movement and fits snugly  
even on hard-to-bandage places.  
Neatest bandage ever!

## **100% STERILE!**



New **BAND-AID** Plastic Strips  
TRADE-MARK  
Johnson & Johnson



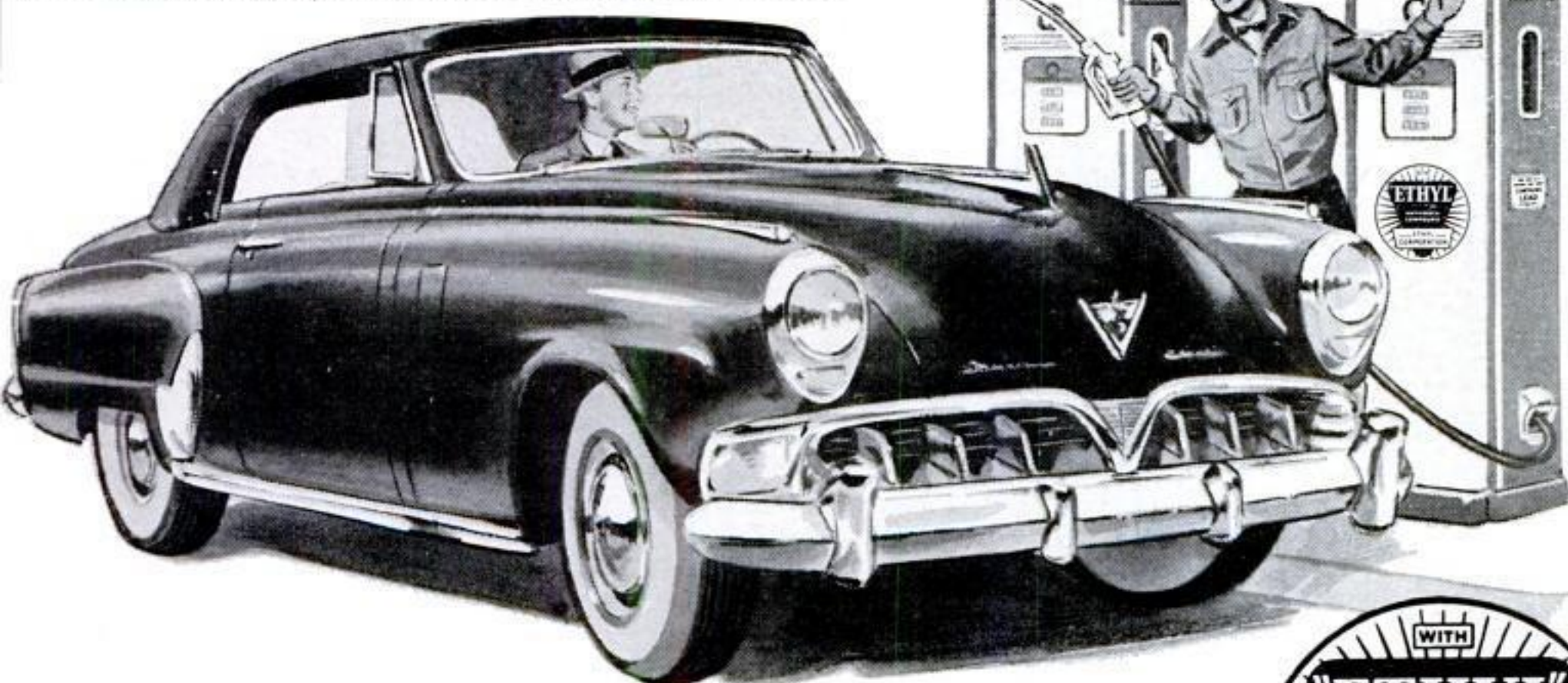


**TODAY AS YESTERDAY,**

1907 STUDEBAKER limousine was a fancy car costing \$5,000. It carried seven people and had a four-cylinder engine delivering thirty horsepower.

**CARS RUN THEIR BEST ON THE BEST GASOLINE**

1952 STUDEBAKER Commander V-8, with a 120-hp. engine, delivers performance plus smart styling. It follows in the tradition of workmanship set by America's oldest maker of highway vehicles.



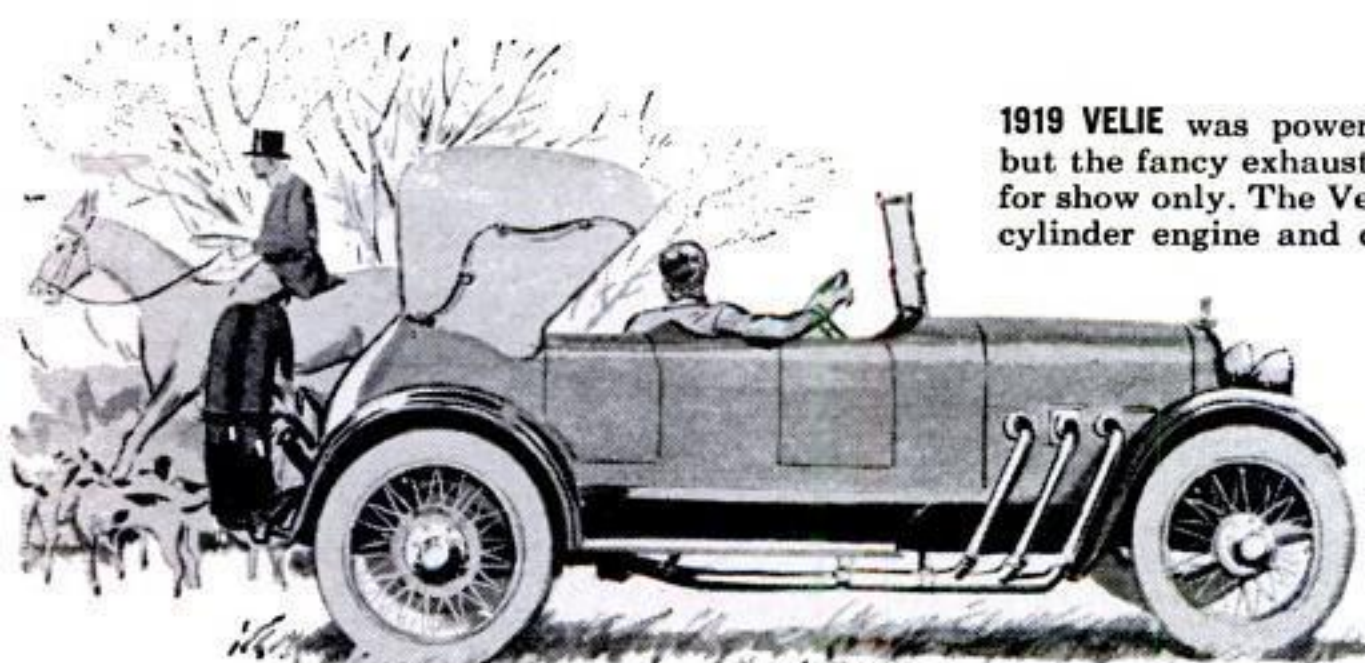
In the days of the navy's Great White Fleet, a fifty-mile drive was considered high adventure. For one thing, you could never be sure your car would make the hills along the way without breaking down or overheating.

Today, people hardly ever talk about a car's hill-climbing ability. It's taken for granted. The steepest hills flatten out when you have the powerful combination of a modern high compression engine and "Ethyl" gasoline.

"Ethyl" gasoline is high octane gasoline. It helps modern engines develop top power and efficiency. The next time you buy gasoline, fill 'er up with "Ethyl" gasoline. Remember, there's a powerful difference between gasoline and "Ethyl" gasoline.

**ETHYL**  
CORPORATION

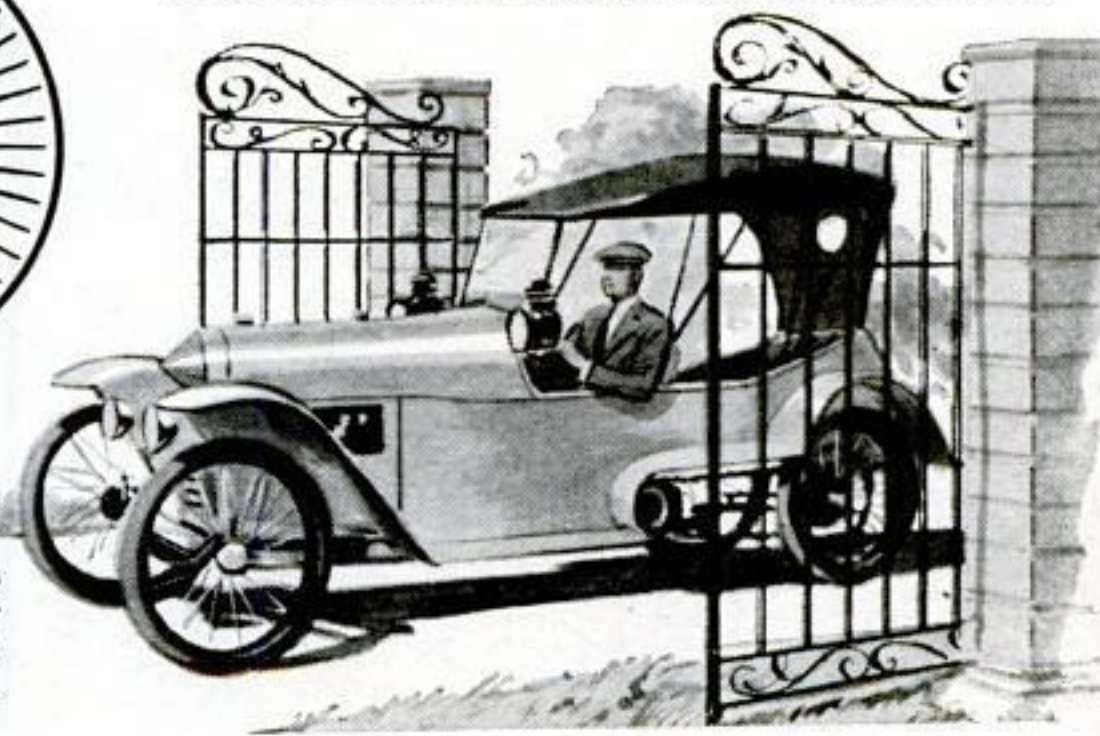
New York 17, N. Y. . . . Ethyl Antiknock Ltd., in Canada



1919 VELIE was powerful-looking, but the fancy exhaust pipes were for show only. The Velie had a 6-cylinder engine and cost \$1,975.



1913 SCRIPPS-BOOTH Cyclecar was one of the lowest-priced cars ever built. Its price of \$385 included windshield, lamps and horn. Speedometer was \$12 extra.





# Measure of Devotion

IT WAS ONLY on rare occasions that Edna Allen permitted herself the luxury of hiring a woman to help her clean the house. But now, with the holidays just around the corner and Peggy on the way home from college for a long week end, Edna decided that the occasion was special enough to warrant it.

And so, for this one day, she "borrowed" a Mrs. Webb from one of her friends across town who employed her regularly.

The woman, a pleasant-faced person with a tremendous capacity for work, arrived promptly at nine. By noon the upstairs was done and Mrs. Webb had become quite talkative. By the time they'd finished the downstairs and were tidying up the kitchen, Mrs. Webb had covered the early chapters of her life and her conversation had largely to do with her late husband, Jerry Webb.

"I'll tell you, Mrs. Allen, there wasn't a finer man ever lived than my Jerry. He was always so thoughtful and so devoted to me and the children. Never did I have a birthday that he didn't bring me a little present and maybe a box of candy, too. He never forgot an anniversary either, and he was always bringing home little surprises for the children . . .

"Where do you want these glasses, Mrs. Allen? On the top shelf?"

"Yes, it was certainly a shock when poor Jerry passed away nine years ago. Well, that's life, I guess. One day you think you have everything—and then, all of a sudden, you have nothing . . .

"I guess this will finish up the kitchen, don't you think, Mrs. Allen?"

After Mrs. Webb left, Edna Allen stood at the doorway and watched her as she walked down the street towards the bus stop. Then she turned and went up the stairs to her bedroom—slowly, because she suddenly felt quite tired.

For a long time she sat on the stool in front of her dressing table and looked at the photograph of Dick Allen that stood on the right-hand side under one of the lamps. He had a strong face and a determined one. He had always been so engrossed in the big problems of life that he sometimes forgot the smaller ones . . . flowers on her birthday . . . little surprises for their daughter Peggy. He had let their fifth anniversary slip by unnoticed—he had been working late at the office for days—and even though they joked about it afterwards, Edna recalled that she had felt a little put out about it at the time.

It wasn't until after the accident which took Dick Allen's life that Edna realized how deep and how complete his devotion had been. Her husband's New York Life agent, Paul Warren, came to the house to explain the details of Dick's life insurance. Each policy had its special purpose in the careful plan which Dick and Paul Warren had worked out together over the years. Her own lifetime income . . . money to pay what was left of the mortgage . . . Peggy's expenses through college. Yes, she thought, Dick had sometimes forgotten the little things, but the important ones he had remembered well.

Edna glanced at her watch with a start. Peggy's train was due in less than an hour, and she was nowhere near ready to meet her. She turned on the light on her dressing table and moved the photograph just a little closer to it . . .

NEW YORK LIFE INSURANCE COMPANY

51 Madison Avenue, New York 10, N. Y.



Naturally, names used in this story are fictitious.



**Television  
Editors  
say...**

**Mitchell Swartz, TV Editor—**  
*Philadelphia Daily News:*

"In my job there  
can be no  
compromise with  
quality — it's  
Emerson for me!"



**Nick A. Kenny, TV Editor—**  
*New York Daily Mirror:*

"I watch television  
day in and day out  
— and I agree that  
Emerson is best!"



**Robert Z. Hall, TV Editor—**  
*San Francisco Call-Bulletin:*

"On my job I use  
an Emerson—  
and am delighted  
with its consistent  
performance!"



**Bill Irvin, Radio-TV Editor—**  
*Chicago Sun Times:*

"Emerson is my  
personal choice  
for clear pictures  
and high-fidelity  
sound!"



**"We choose EMERSON for our personal use!"**



MODEL 721—New 17" Table Model with side controls. Largest picture in most compact cabinet. Selected pin-stripe Mahogany veneers.

**Of the 5 leading brands :  
EMERSON LEADS THE FIELD IN PERFORMANCE  
...AT THE LOWEST PRICE OF ALL!**

They watch television 10 hours a day, day after day, all through the year. No wonder TV editors demand *consistent* performance, above everything else. No wonder they insist on the brand that does NOT compromise with quality!

Buying a television receiver is a major investment. And your best investment today is Emerson. For while it costs you less...*the lowest of the 5 leading brands...* Emerson leads the field in performance.

**Another Emerson Exclusive:** Largest picture in most

compact cabinet! Emerson now brings you new models with *controls on the side*. This means the cabinets are smaller, smarter-looking; while the front is practically *all-screen* area. And no matter whether you live in city "steel jungles"—or country "fringe areas"—Emerson delivers the clearest picture with high-fidelity sound.

Compare *any* brand with Emerson. Compare for UHF adaptation...compare for dependable, long-life performance...compare for beauty of cabinetry. You'll agree: "Emerson is America's Best Buy!"

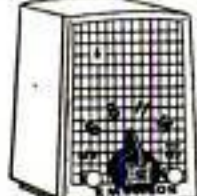
**EMERSON *America's best buy!***  
From 179<sup>95</sup> up including excise tax and warranty



Clock Radio No. 718



Portable No. 704



Personal No. 706

A model for every purpose from 19.95 up



**Emerson**

**Over 13,000,000 satisfied owners**

Emerson Radio and Phonograph Corporation, New York 11, N. Y.



MODEL 716—17" Screen.



MODEL 712—21" Screen.



MODEL 720—21" Screen Console.

\* REG. U. S. PAT. OFF.



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with a truly different  
flavor and aroma —  
extra-mild FATIMA  
continues to grow in  
favor among King-Size  
cigarette smokers  
everywhere



**YOU GET** an extra-mild and soothing smoke  
—*plus* the added protection of

# FATIMA QUALITY

Copyright 1952, Liggett & Myers Tobacco Co.



# LETTERS TO THE EDITORS

## ATOM BOMB PICTURES

Sirs:

With a heavy heart, I congratulate you on publishing those terrible pictures ("When Atom Bomb Struck—Uncensored," LIFE, Sept. 29).

JOAN McELHINNEY

Chalfont, Pa.

Sirs:

We forget so easily. Please keep reminding us.

MRS. JOHN S. FOLKERS

Peoria, Ill.

Sirs:

I, like so many of my fellow men, am hardened to shock, but when I saw the pictures of Hiroshima and Nagasaki I nearly wept. That we perpetrated this horror against innocent victims is almost unbelievable.

FAYE JOHNSON

Fayetteville, Ark.

Sirs:

Terrible and shocking! But no more so than those endless rows of neat, white American crosses.

MRS. MAX DALTON

Monticello, Utah

Sirs:

Your picture series has been haunting me. At that time, in August 1945, I was a member of a combat engineering battalion on Luzon.

LSTs dotted the beaches. There was feverish around-the-clock loading of equipment. The imminent invasion of the Japanese home islands was in its final stages of preparation. We felt that as a unit headed for the initial attack on the sacred soil of a fiercely patriotic people, we would be slaughtered. When we heard the news of the atom bomb, we were beyond ourselves with hysterical joy.

I have studied your picture series in terms of people I know, and I cringe.

MELVIN V. KRITZLER

New York, N.Y.

Sirs:

When I saw the pictures there was something vaguely familiar about them. Then I remembered a group of photographs I had acquired from a veteran who had got them in Japan. I have duplicates of some LIFE printed as well as another touching shot of a burned baby (below).

CLABE EVANS JR.

Rome, Ga.



Hiroshima and Nagasaki pictures have been hawked for several years in Japan although not published in collection form until recently.—ED.

Sirs:

LIFE performed an outstanding public service in carrying the photographs on the survivors of Nagasaki and Hiroshima.

We have long recognized that our task in public civil defense education could never be better told than by pictures of what happened to those people and their cities.

One of the major scientific lessons learned from Hiroshima and Nagasaki (or Tokyo, or Hamburg, or Berlin, or London) is that adequate warning, public education and a highly organized civil defense system would have cut death and damage in half. . . .

J. J. WADSWORTH

Acting Administrator

Federal Civil Defense Administration  
Washington, D.C.

Sirs:

The heartsickness Americans must have felt on seeing the Hiroshima A-bomb pictures was fully shared by us. But in some slight measure we are making atonement. For we are the proud "moral parents" of Mitsuko Yoshikawa, A-bomb orphan of Hiroshima, whom you see here.



By correspondence, by sending our packages to "Mitzi," and by the yearly payment of \$30 via the Rev. Marvin Green, Hiroshima Peace Associates, 279 Park Ave., Orange, N.J., my wife and I have maintained "parentage" of our wistful Japanese orphan. We cannot undo Hiroshima, but we can help to mitigate its aftermath.

BEN N. FUSON

Parkville, Mo.

## THE FIGHTING IRISH

Sirs:

You have done the game of football and the University of Notre Dame a profound disservice and caused four young men a considerable amount of unnecessary embarrassment ("The Fighting Irish Look Tough Again," LIFE, Sept. 29).

In addition to printing erroneous captions on three of the four pictures, LIFE is also guilty of downright dishonesty by attempting to paint out the front teeth of the player in the lower left hand corner.

W. A. SWEITZER JR.

South Bend, Ind.

● LIFE's story raised a controversy centering around the photographing of players with their teeth out, and three pictures which were mistakenly identified. We set the record straight immediately in last week's issue ("Sequel," LIFE, Oct. 13).

CONTINUED ON NEXT PAGE

# Two for beauty... One small price!

For a limited time only...any two of Yardley's famous creams—regular \$2.20 value—for only \$1.65!



Choose the two that your complexion needs

**Dry Skin Cleansing Cream**—rich and creamy! Restores radiant freshness!

**Liquefying Cleansing Cream**—especially for oily skins—tissues off without a trace of film!

**Yardley Night Cream**—a luxurious beauty treatment... banishes fine lines... softens... combats dryness.

**English Complexion Cream**—cleans, tones, protects. A superb all-purpose cream!

**Delightfully Fragrant Creams**—for a face you'll love to wear! Any TWO—now only \$1.65.

at better drug and department stores everywhere.

(All prices plus tax)

# YARDLEY

Yardley products for America are created in England and finished in the U. S. A. from the original English formulae, combining imported and domestic ingredients.



# Finer Florsheim quality



## in the first place



## means lower shoe cost

## in the long run



The makers of Florsheim Shoes put more into the making, so you will get more out of the wearing and your shoe cost will be less by the year. Because of this quality policy men come back year after year for another pair. They know there are months of tomorrows in today's Florsheim Shoes.



The VIKING, S-1317, genuine shell cordovan, wing tip.

The Florsheim Shoe Company • Chicago • Makers of fine shoes for men and women

## LETTERS TO THE EDITORS CONTINUED

Furthermore, none of the pictures had been retouched or "painted." The player shown with blood on his teeth had just been bruised in the lip in a scrimmage when his photograph was taken.—ED.

### LIFE'S COVER

Sirs:

How about a picture of your "headless" cover girl (Sept. 29)? From what I can see she doesn't look bad. Poor girl—gets a chance to be on the cover of a big magazine and has her head cut off.

W. GIBBS

Omaha, Neb.



JOY SKYLAR WITH HEAD

### OTHER REPUBLICANS

Sirs:

I take violent exception to your editorial, "The Other Republicans" (LIFE, Sept. 29). You have undoubtedly named some excellent Republicans. As a Republican myself, I cheer. But are there not also some good Democrats—somewhere?

PFC. DAVID W. CHAFFIN

Raritan Arsenal  
Metuchen, N.J.

● As LIFE remarked, "there are good and bad men in both parties. The voter . . . should use discrimination. . . ."—ED.

### THE QUAKERS

Sirs:

I want you to know how much I appreciated your article, "The Quakers" (LIFE, Sept. 29). As a graduate of a Friends School, it brought back many happy memories.

I especially enjoyed the essay written by Henry Seidel Canby. I shall always remember those wonderful meetings in which one was filled with the Inner Light. Having experienced it, one can never forget it.

MARY LOUBIS

State College, Pa.

Sirs:

When I found you had chosen Henry Seidel Canby to "sum up Quaker belief," a man *not* a Quaker (although his father had been one), I was shocked. To me his article is shallow and inadequate. . . .

EDITH LONGSTRETH WOOD

Philadelphia, Pa.

Sirs:

It was not without some apprehension that I picked up LIFE—knowing that my own religion was inside, bared for all to see. All the faults I had found with Quakerism immediately came to mind, and I was prepared for a dry discourse on the Inner Light and collarless coats.

Instead there was a fine pictorial representation of the good and the bad of the Quakers and, perhaps most important, a fine presentation of the doctrine of the Inner Light by Mr. Canby.

BRUCE REEVES

Haverford, Pa.

Sirs:

Mr. Canby states that when his father married a Presbyterian he was dropped from Friends' membership and thus the author was not a birthright member of the Society. This statement might give the false impression that the Society was bigoted. I too married a Presbyterian but did not lose my membership. The children of such a marriage do not become birthright members, but may readily request and secure admission to the Society.

JOHN L. PETTIT

Santa Barbara, Calif.

● More tolerance is shown today by most Friends' Meetings toward "out-of-Meeting" marriages than in the 19th Century.—ED.

### BOP JOKE CRAZE

Sirs:

Man, you goofed! In "That Crazy Bop Joke Craze" (LIFE, Sept. 29) you're a dim bulb. You've blown your filament.

Your bop jokes are so square, they're the cube root of 72.

Now dig this: Two hipsters are in a museum. They glim a bust of Julius Caesar. One bop man says, "This guy's been gone for 2,000 years." "Craazzzy, Man," says the other. "Those Romans really knew how to live."

Crush me, boy, I'm stoned.

HENRY J. SIEGLE

Princeton, N.J.

### AUSTRALIA TODAY

Sirs:

I've just read "The Leisurely Working Class" (LIFE, Sept. 29) by Robert Neville.

I spent years down under both during and after the last war. We

CONTINUED ON PAGE 10

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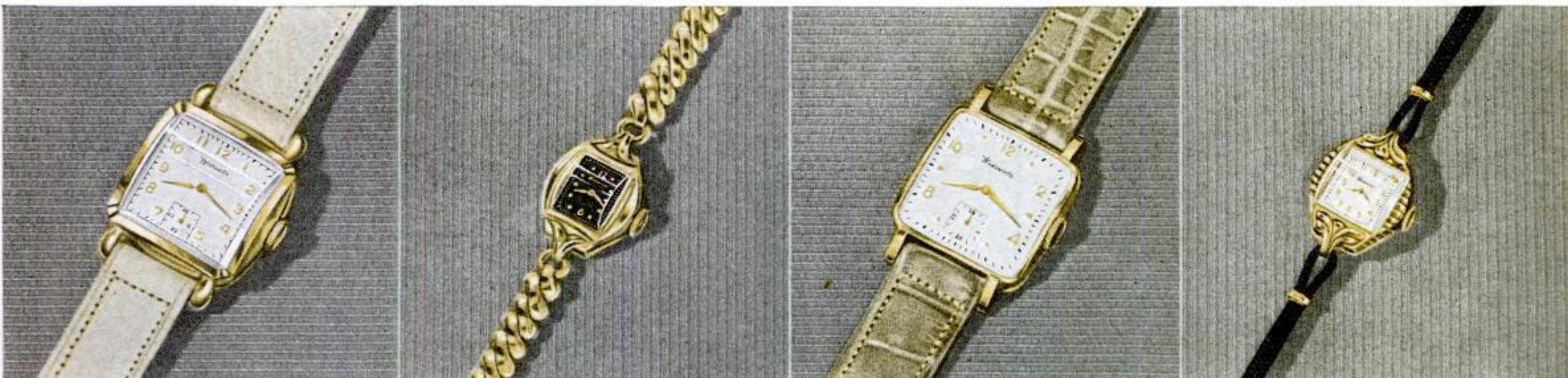


VICTORIA, \$19.95

AMES, \$27.50

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## The watch that couldn't happen--HAS!



Arthur W. Wadsworth

**"It can't be done!"** That's what my friends said when I spoke of my plans for Wadsworth Watches. But—just wait until you hold a Wadsworth in your hand.

You'll see a watch beautifully and smartly styled for the years ahead. Wadsworth cases are created by the same craftsmen who design cases for some of America's finest watches!

You'll hold a watch with a jeweled-lever movement made by the same men who

make movements for some of the most expensive watches in the world.

Yet—you can own a Wadsworth for as little as \$19.95!

Yes, we've really done it! *Now anybody who can afford a watch can own a good one!*

**Visit your jeweler—see them all!**

Let your jeweler show you his full selection

of dress, sport and automatic models. When you hear his enthusiasm, you'll know why I have put my personal guarantee behind every Wadsworth Watch.

Then, I am confident you will want to own a Wadsworth.

*Arthur W. Wadsworth*  
PRESIDENT

Wadsworth Division of the Elgin National Watch Company • Elgin, Illinois

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A GOOD WATCH AT A BETTER PRICE

*All prices include Federal Tax and are subject to change without notice.*





# Sexton

## Quality Foods



**Sexton**  
TINY WHOLE  
**Beets**

Now, for your family,  
**MENUMARVELS**  
chosen by leading chefs in  
hotels, clubs, restaurants

Whether it's beets or plums—or whatever Sexton Quality Foods you choose—you can be sure that you are getting family-size containers of the same purity and flavor that are chosen by famous chefs.

Men whose professional reputations depend upon the foods they serve have—by their purchase for hospitals, schools, dining cars and airlines—voted Sexton as their choice.

**Sexton is never satisfied with less than the best! Why should you be?**

**F**IRM, tiny beets of finest flavor—choicest prune plums cooked in heavy syrup—only two of hundreds of Sexton Quality Foods—now ready in home-size containers at independent grocers—with all the flavor and higher-than-Government-standards that have made them the choice of discerning chefs since 1883.



**Sexton**  
PRUNE PLUMS



**John Sexton & Co., Sexton Square, Chicago, Ill.**

## LETTERS TO THE EDITORS

CONTINUED

may have more TV sets and refrigerators than the Aussies, but they're a hundred years ahead of us in the art of happy living and it is no accident that Australians surpass us in longevity. . . .

JULES ARCHER

Pine Plains, N.Y.

Sirs:

It would appear that the Australians are exceptionally mature and well adjusted. So they can't read a newspaper on Sunday; too bad.

DOROTHEA A. HECHT  
Manhasset, N.Y.

Sirs:

I have recently returned from Melbourne, Australia, where I lived for 16 months, and I can say without the slightest hesitation that Mr. Neville's story was not exaggerated in the least. To an American, some things are quite unbelievable even when you see them for yourself.

NAPOLEON G. NYERGES  
Bedford, Ohio

### BIG GIVEAWAY

Sirs:

Recently you told the story of "The Big Giveaway" (LIFE, Aug. 18) when 16 Cleveland institutions received nearly \$4 million from Claud Foster, Ohio philanthropist.

As Mr. Foster's secretary, I open all his mail, which now has mushroomed to thousands of letters. I have letters from every state in the Union, and also France, Germany, South Africa, the British Isles, Philippines, Sweden, Norway, Denmark, India, Portugal, Spain, Italy, South America and Lebanon, written in their respective languages, which has kept me hustling for interpreters.

There is the man in Scotland who wished only \$2 to buy a shirt, and the lady in Illinois who wanted \$1 million to further her singing career. Inventors seem to have been born overnight; down payments for homes seem to be needed by half the populace; and the health of the nation is questionable—you have no idea how many people need operations! Some only want support until they are 65 and can collect their social security; others want to travel, write, invest, experiment or just plain loaf.

I don't want to make light of people's troubles. I know many were sincerely in need, but I wish they could understand how impossible it would be for Mr. Foster to comply. . . .

MARY ELLEN BOETTNER  
Cleveland, Ohio

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cooks eggs  
THE SAME EVERY TIME  
exactly as you like them

# Sunbeam

AUTOMATIC  
**EGG COOKER**

*It's Automatic* *You can't miss*



Lid is used for Measuring Water

Egg Poacher Attachment  
Sits in rack in Egg Cooker.  
Poaches 1 to 3 eggs.

Cooks 1 to 6 Eggs

No more getting your eggs "too soft one time"—"too hard the next" with a Sunbeam in your home. The degree of cooking depends entirely on the amount of water used. If you use the same amount every time, the eggs will be cooked the same every time. The lid doubles as a measure for the water. It is conveniently marked for SOFT, MEDIUM or HARD-cooked eggs. The control button clicks off automatically when eggs are done. You can SEE it and HEAR it. By the makers of the famous Sunbeam Mixmaster, Coffee-master, Ironmaster, etc. On sale wherever good electric appliances are sold.

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## NEW! Pepsodent Chlorophyll

TOOTH PASTE

Proved up to  
**twice as effective**  
**to stop bad breath**

And cleans teeth cleanest  
of any leading tooth paste!

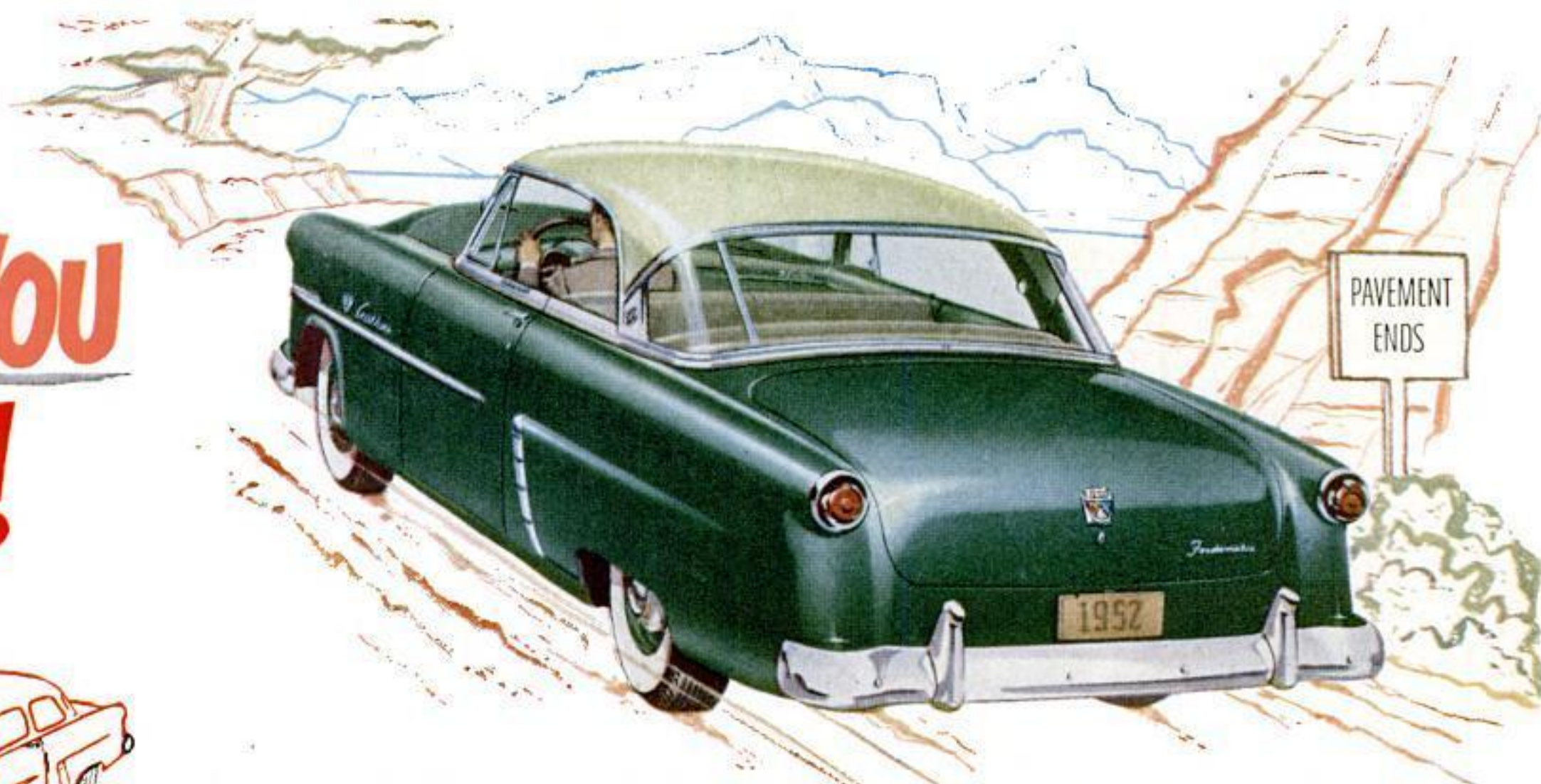
**43¢**  
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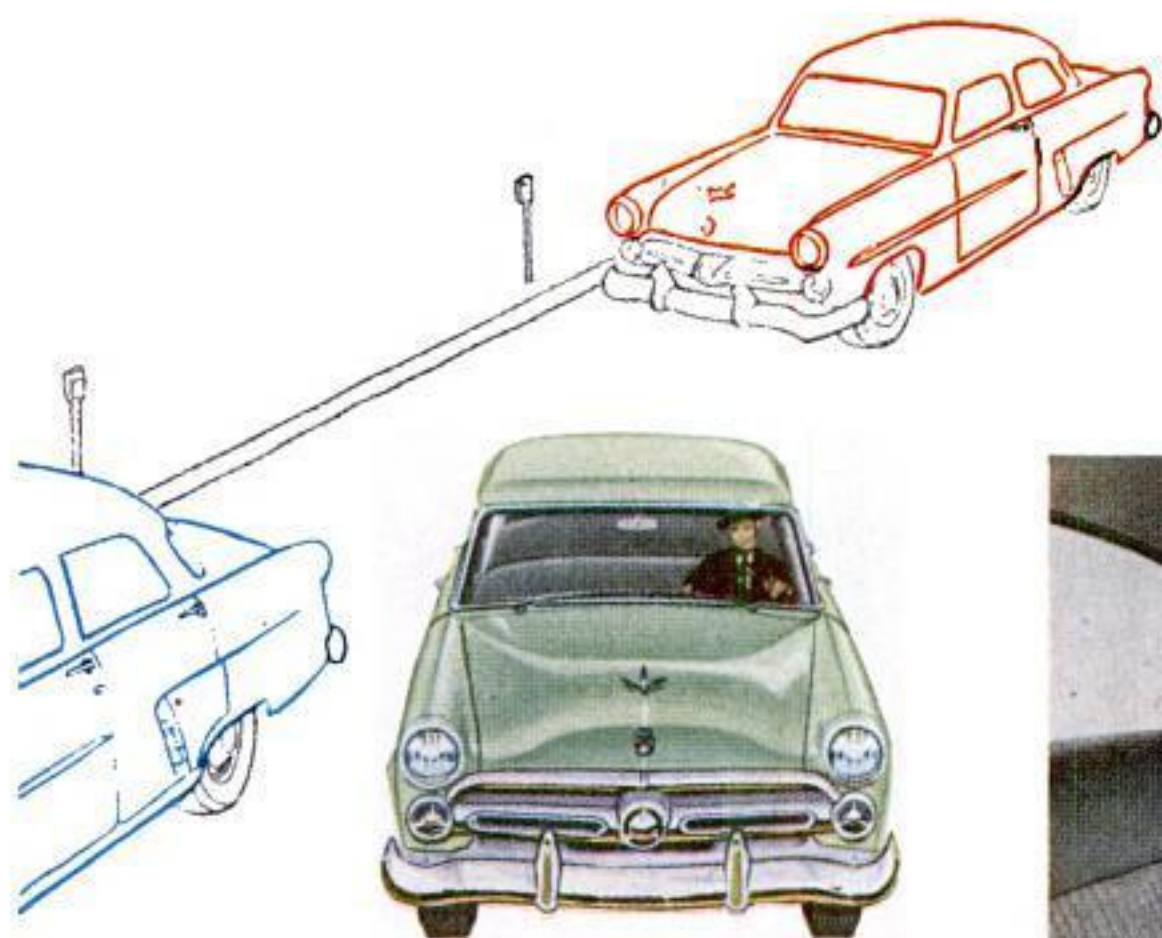


# It handles you with care!



**You don't have to "baby" a Ford**—it "babies" you! The Automatic Ride Control, for example, has a wonderful way of getting rid of bumps before

they get to you—and you'll find that's the best comfort news in years! And when you round a curve you do it on the level... with less tilt and side sway!



**"Tight-spot" parking is easy** as pie with Ford's new steering. There's more "turn" to the wheels and it's easier to turn them. And, on the straightaway, the car almost guides itself—steering's that effortless.

**Traffic driving couldn't be simpler** than Fordomatic makes it. This newest, most modern of all the "automatics" gives you exactly the power you want when you want it because it does the shifting for you... and better than you could do by hand!



**Ford's foam-rubber** cushioned seats, front and rear, are 3 big passengers wide and sofa-soft... still another big, wonderful reason why the Ford handles you with care.

**You can really see** the world through that big curved one-piece windshield! And to match, there's a car-wide rear window... an added safety feature you'll appreciate.



*It's the ablest car on the whole wide American Road!*

Fordomatic, Overdrive, two-tone colors on Customline Sedan and white sidewall tires optional at extra cost. Equipment, accessories and trim subject to change without notice.

**For power that says "yes"** when you say "go" Ford offers your choice of two high-compression power plants—the famous 110-h.p. Strato-Star V-8 and the all-new 101-h.p. Mileage Maker Six with overhead valves. Take your choice and get the Automatic Power Pilot that gives high-compression performance on lower cost "regular."

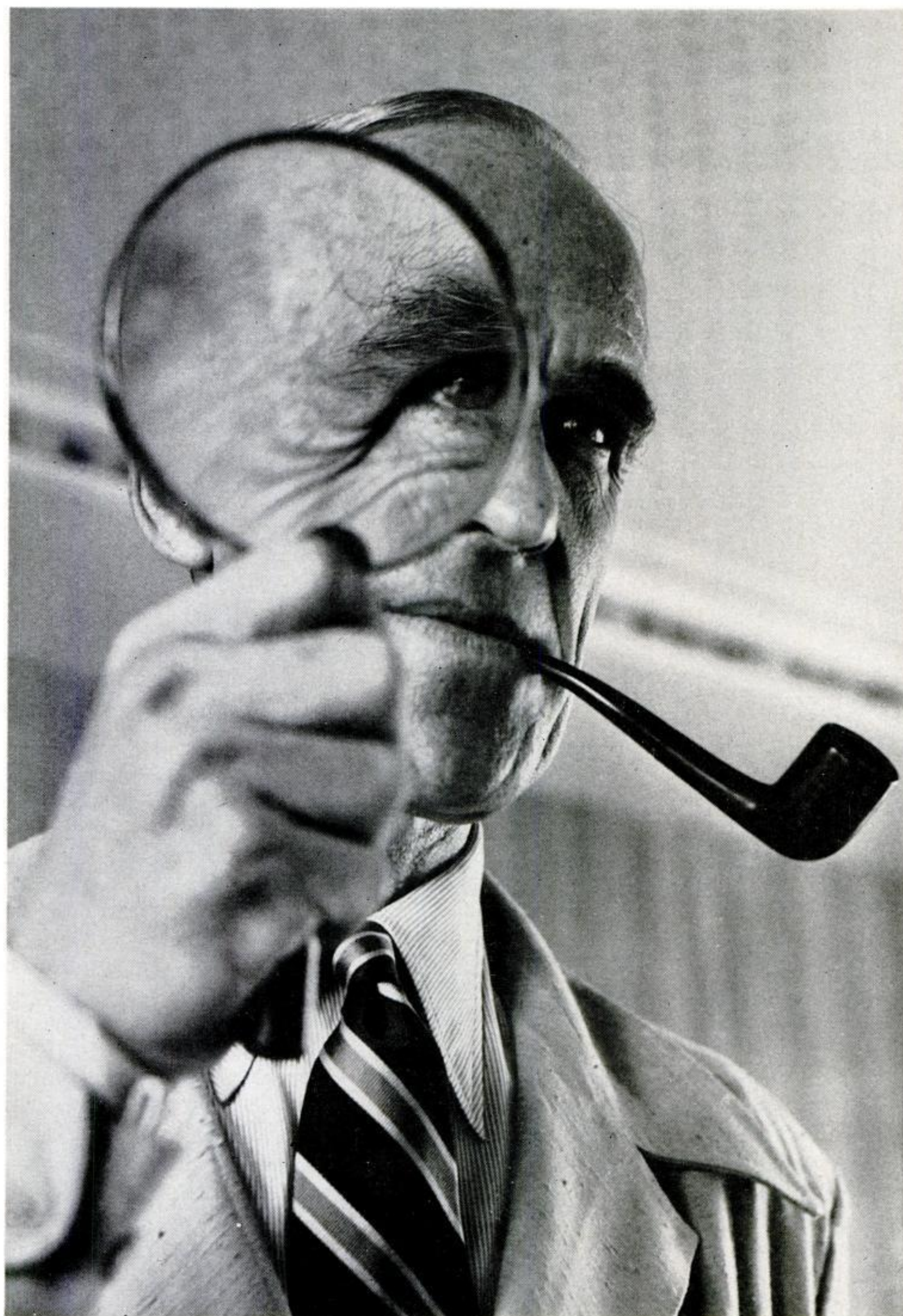
## "Test Drive" a **FORD** Today







**CONSCIENTIOUS ARTIST**  
uses a magnifying glass to satisfy  
himself about some of the details  
of his portrait of Queen Elizabeth.



## SPEAKING OF PICTURES

### Painter of famous people portrays the new queen

It was natural that Douglas Chandor should be the first portrait painter to whom Elizabeth II as a sovereign (*opposite page*) should grant a sitting. English-born and now living in Texas, Chandor has been painting famous contemporaries—Churchill, F.D.R., Herbert Hoover—for a quarter of a century. One of his subjects, Eleanor Roosevelt, whose portrait by Chandor appeared in *LIFE*, June 18, 1951, commissioned the queen's portrait and plans to give it to the British embassy in Washington.

In the queen Chandor discovered that he had a perfect sitter, "standing for me as long as I wished with soldierly self-discipline and sitting as well as a sphinx when I worked on the face."

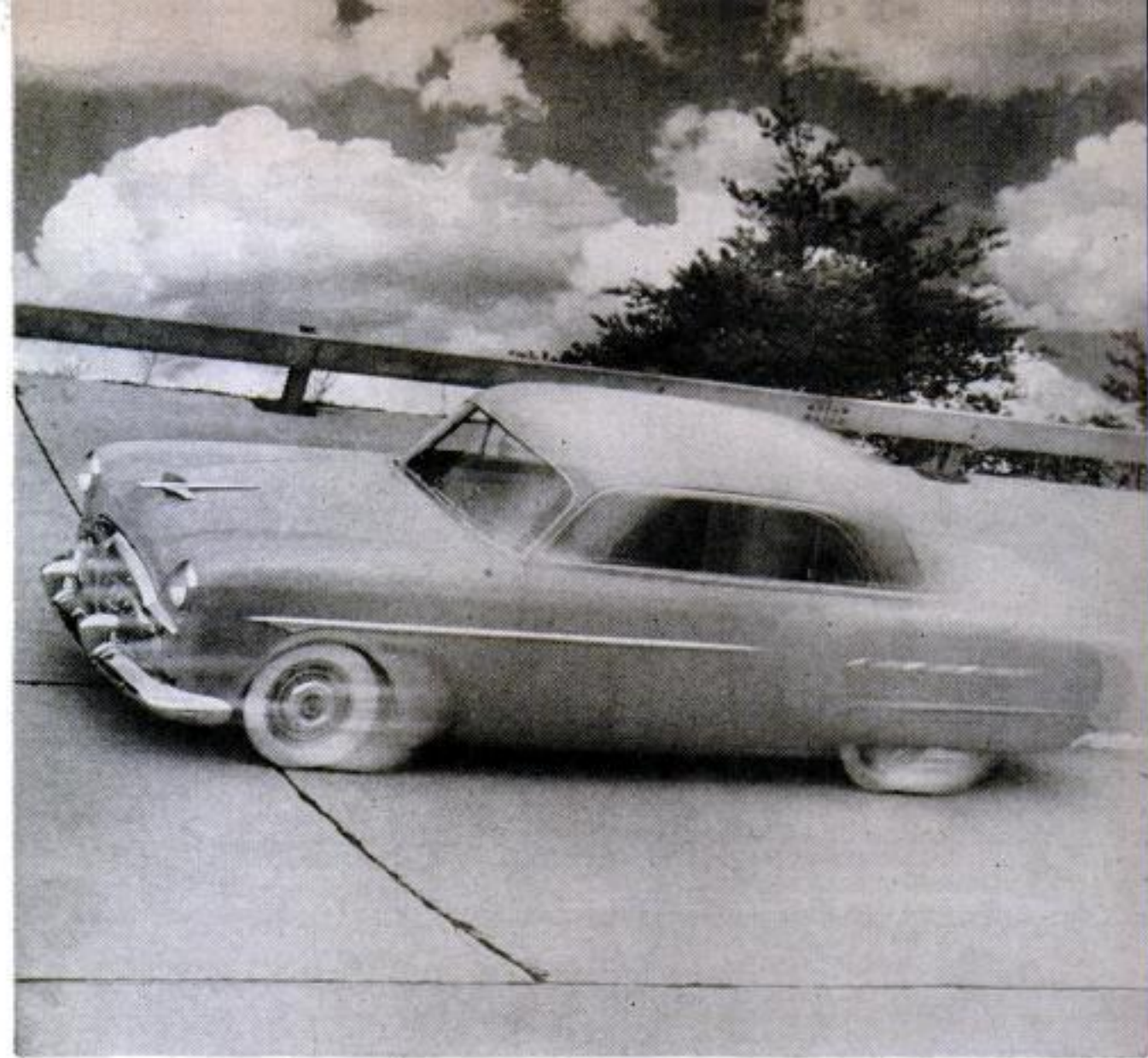
The queen, who wore the riband and star of the Order of the Garter, showed a lively interest in the problems of his work, which she could follow stroke by stroke in a mirror placed behind him. While he and his wife kept her amused with a patter of jokes and poems, the queen occasionally made suggestions which he found "astute and those of a realist."

The portrait was completed in eight hour-long sittings in a drawing room of Buckingham Palace. In it the artist has tried to record the fact that "the queen is an infinitely more beautiful woman than any photograph has ever shown, and when she smiles there is a radiance such as I have seldom seen in any face."



**CHANDOR AND WIFE**, who helped by washing brushes during sittings, look over his old haunts.





● Picked at random from the factory shipping dock, this brand-new car is rerouted to Packard's Proving Grounds. Here it faces 50,000 miles of the

toughest tests ever devised to torture a car. Other Packard "guinea pigs" are given 1,000-mile runs to check the quality of each day's production.

● Three shifts of drivers race each Packard test car 30,000 miles on the world's fastest oval. The closed-track record of 147 mph, set here, beats the all-time Indianapolis Speedway mark by 7.4 mph!

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At Packard's Multimillion-Dollar Proving Grounds!*

**Y**OU THINK that old back road is rough? You should see the chuckholes, sand pits, railroad ties and water obstacles at Packard's 560-acre Proving Grounds north of Detroit—where it takes a crew of engineers just to keep the roads *bad!*

● But Packard's built-in quality is proved on smooth pavements, too. The 2½ mile concrete oval at this multimillion-dollar "laboratory" is *the world's fastest closed track*—so beautifully banked that you can take a Packard safely around the turns at 100 miles an hour . . . *without even having your hands on the wheel!*

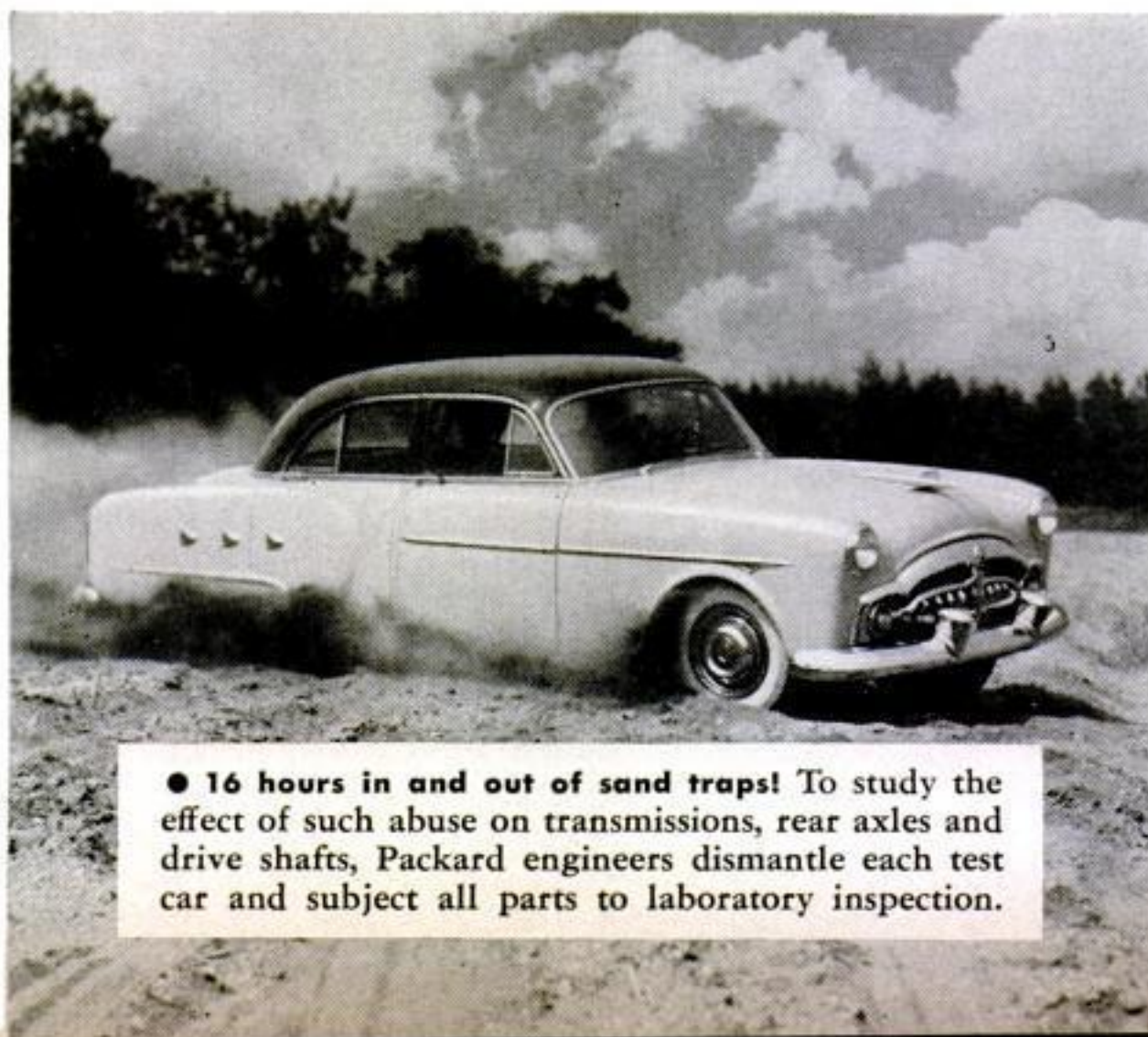
● The steep hills of San Francisco—the Badlands of South Dakota—the loose gravel and ruts of treacherous detours everywhere are duplicated here . . . in order to test and prove the quality of Packard design, engineering and construction under every conceivable driving condition. And the results show—after 50,000 miles of the most grueling, abusive treatment you can imagine—that a Packard is by all odds the finest performing car and stands up the best.

● Yes, "Built like a Packard" means *built to last.*

ASK THE MAN WHO OWNS ONE



● This man-made hill rivals San Francisco's steepest. Starting from a dead stop at the bottom, a Packard '200' speeds up the 35% grade in high! Here Packard's exclusive Ultramatic Drive really proves its stuff.



● 16 hours in and out of sand traps! To study the effect of such abuse on transmissions, rear axles and drive shafts, Packard engineers dismantle each test car and subject all parts to laboratory inspection.







● Water trials like this would dampen the ignition system—and spirit—of most any automobile. But this Packard '300' Sedan takes one dunking after another without ever stalling.



● Even from 5,000 feet up the world-famous Packard Proving Grounds look plenty tough. That huge oval is four lanes wide, and each end of it is one long, con-

tinuous bank rising to a 35° slope at the center. Those 10 miles of hairpin curves at lower center require a crew of maintenance experts just to keep the road *bad!*

# ity Is Confirmed!



● Tomorrow's car—as well as today's—owes many of its advanced ideas to the men at Packard's famed Engineering Laboratories and Proving Grounds. This glamorous Packard Pan-American, although still in the experimental stage, won first prize at New York's recent International Motor Sports

Show. Its sleek silhouette stands only 39½ inches high, but its mighty Packard Thunderbolt Engine packs the power of 185 horses. Packard, master motor builder since 1899, uses the same superb craftsmanship in building the world's highest-compression eight which powers today's Packards.



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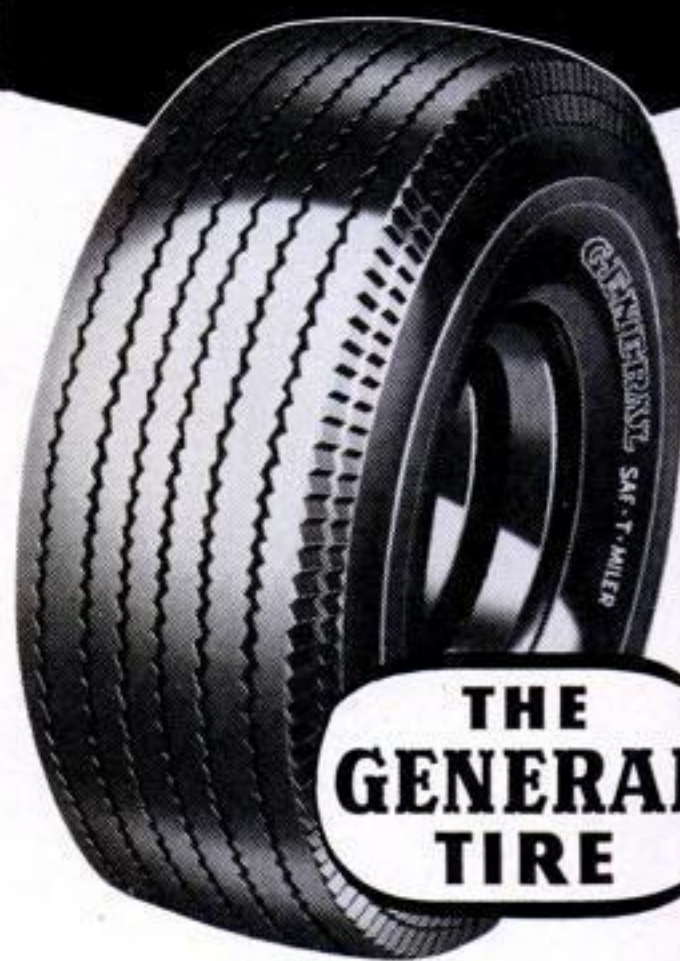
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# Why husbands love wives

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Husbands like to come home to wives who are rested and not all fagged out from housework. This is why so many husbands are happy to have wives shop at STANLEY Hostess Parties for the wide variety of wonderful products STANLEY provides to save women time and tiring work in practically every housekeeping task. For example: STANLEY LEADS with many QUALITY PLUS Products: Dusters, Mops, Brooms, Brushes, Waxes, Polishes, Cleaning Chemicals, numerous other helps to make housework easier as well as a wealth of attractive items for improved personal grooming.



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- ☐ AIR FRESHENER...Chases all odors.
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- ☐ E-Z CLEANER...Removes dirt, grime.
- ☐ SURE-KYL...A spray insecticide.



## Originators of the famous Stanley Hostess Party Plan

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## *Today, I'm the boss*

TODAY, November 4, 1952, I will walk into a voting booth just around the corner from home and tell everybody how I want my country run.

Today, I am the boss.

In a way, of course, I'm boss in my country every day of the year. Government by the people, they say. The people, when you come down to it, is me.

But I don't work full time at governing. I've got my own job to do—a living to earn, a lawn to mow, kids to play with and bawl out and love and look after. So, for the hard job of running the country, I hire other men—smarter fellows than myself, I hope, but with the same kind of heart and purpose.

They govern for me—but I keep tabs. I listen to what they say. I watch what they do. It's a big country I live in, and there's room for different ways of looking at things. I vote for the people who see things as I do, and if enough other people agree, that's the way the thing gets done.

That's what it means to be the boss in your own country.

Now, there are places in the world where a man like me is not the boss. They don't let him vote. Or they march him to some public place and tell him whom to vote for. I think the voiceless people of those lands are watching me as I leave my house today saying: "There goes a lucky man."

In this country of mine we love freedom so much, and hate force so much, that I am not even forced to vote. I could stay home today if I liked. I could sleep late and take it easy and let others do the job of choosing.

I could—but who'd want to? What spirited man or woman would loaf through a day like this, when he can go out and write boldly on the page of history: "Here's how I want things run in my country"?

No, today I am the boss and I must act like a boss. Today, I must vote. My freedom, my happiness, my pride as an American, are bound up in that simple and wonderful act.

*John Hancock*

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# POLITICS, LET'S FACE IT



A PRE-CONVENTION IKE



PRE-CONVENTION ADLAI

Journalists talk politics year in and year out—on a newspaper the political reporter is the star—and at least once every four years the readers themselves get to be experts. So from now on in, our millions of pundit-readers will find more articles on politics than LIFE usually devotes to any one subject. Of course we are still taking a good look at the invigorating sights of the season, like big-time football (pp. 30, 31) and autumn foliage (pp. 68-73), and a sight that looks good in any season, the beauties of the Italian movie industry (pp. 107-113). But now the most absorbing campaign in years is coming to its climax—and so is LIFE's coverage, which began way back on Aug. 28, 1950, when Ernest Havemann analyzed the political effects of the Korean war. "The Republicans," wrote Havemann as if it were today, "will say that our foreign policies have been 'a tragic record of indecision, lost opportunities.' The Democrats will practically be reduced to saying, 'Our leaders did the best that anybody could have done.'"

In the summer of 1951 LIFE's political editor, Robert Elson, went on a 6,000-mile tour of the U.S. and came back to predict flatly that even then the Republican choice had narrowed to Taft or Eisenhower. Europe temporarily entered the U.S. scene and in March we found the general campaigning for NATO and having a wonderful time with his

new camera. Looking at the Democrats, we posed the question: "If not Truman, who?" (March 24), deciding it would be eager Kefauver, or reluctant Stevenson, or (possibly) Kerr, or (probably not) Russell.

We showed the backgrounds of Republican candidates in "Eisenhower of Abilene" and "The Tafts of Cincinnati." "What is Ike Like?" asked Political Editor Elson, who flew to Europe and came back (LIFE, June 2) with his answers (more conservative domestically than most people thought and likely to have trouble as a candidate with his staff). As we showed Republicans choosing Eisenhower and Nixon, we also examined Adlai Stevenson. A week later, Adlai was it. Last week he found himself, along with Ike, wearing the hats that all presidential candidates at some time or other have to wear (right). We noted as the campaign went along what independent Republicans like Robert Moses (pp. 55-58) and Southern Democrats like Douglas Southall Freeman (LIFE, Sept. 22) were thinking about this revolutionary year.

Just last Saturday, Political Editor Elson came back from a Southern tour with material for a story for next week's issue. It is about the political upheaval in the South and, even if the effects are not decisive now, the story has such significance that, four years from now, we may decide our coverage of the 1956 campaign really began in 1952.



IKE WITH MEXICAN HAT



ADLAI IN A 10-GALLON

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ALTHOUGH MONTANA HAS ONLY FOUR ELECTORAL VOTES, THE CANDIDATES VISIT IT. IN MISSOULA

## IT'S S.R.O. FOR THE

Last week the whole U.S. throbbed like an aching eardrum as the greatest show on earth played in rings from coast to coast. Against the bright backdrop of a showy October advance men scurried ahead to ballyhoo candidates. The candidates followed in trains and planes until north, south, east or west it was a rare town near rail-line or prop-stop that had

missed a look at a would-be president or veep.

The audiences loved it. They crowded along the tracks when Truman, the master pitchman, harangued them with 100 speeches in 13 days. They eagerly came for more when Eisenhower followed on his heels, and hurried out again for Stevenson. Even when the speakers had gone, the show went on. At almost any time



Wenatchee, Wash., who were let out of school and cheered Ike but read their comic books during his



speech; a little Connecticut girl who claps on a cue from her father; a Californian who tugs nervously







THE CROWD TURNS OUT AFTER DARK TO HEAR EISENHOWER. "M" ON HILLSIDE IS FOR U. OF MONTANA

# BIG POLITICAL SHOW

some candidate was on the radio, and the TV budget was edging up to an unheard-of \$20 million. It was the most extensive and expensive political performance the world had ever seen.

All this hullabaloo was having a healthy effect on the U.S. By week's end a record registration led experts to predict a vote of perhaps 60 million, 10 million higher than the

record 1940 vote. For the kids especially, the campaign was a field day. In Michigan a 7-year-old boy chased Ike's train for a mile. Ike lifted him to the platform amid cheers. Also in Michigan, when some youngsters heckled him, Stevenson observed, "... This is one of the last countries in the world where we can enjoy healthy differences of opinion at all ages."



at his throat; some Michigan boys giving Stevenson a mixed welcome; a lady in Arkansas; a kid peeking



between cops in Oregon; and a balcony-on-balcony turnout of the nurses at a hospital at Los Angeles.







SUPPORTED BY HIS PLASTIC CANES, POTTER ADDRESSES THE CANNERY WORKERS AT TINY ELLSWORTH



ALGER HAS CUP OF COFFEE IN A CAFE IN FLINT

## DOUBTFUL STATES

The nation's eyes might be fastened on the national candidates, but state political engagements were also being fought which, in the hindsight of Nov. 5, might prove to have had horseshoe-nail importance. These were in the doubtful states, generally numbered at 10, which control critical electoral votes. One was Michigan (20 electoral votes), where in the past some remarkably close political battles have been staged. Its last three presidential elections were decided by margins of 6,900 to 35,000 votes out of more than 2 million, and in 1950 it re-elected G. Mennen ("Soapy") Williams governor by a minuscule 1,154.

How Michigan goes will be decided by an electorate which is divided—as in other big doubtful states like New York (45 electoral votes), California (32) and Illinois (27)—between industrial, urban, Democratic areas, and agricultural, rural, Republican ones. In Michigan, labor, the minority groups and almost half of the state's 6.5 million population are concentrated in the southeastern corner of the state. The rest of the population is scattered throughout smaller cities and the lake-rimmed farm, forest and resort country.

Against this background some of the young-



A LAUGH came when Alger thanked purposely dismissed school kids for coming out to hear him.



HELP FROM IKE is given to Alger and Potter (right) when they appear on the platform with Ike

and Mamie at Jackson. Here a happy Eisenhower received his most enthusiastic Michigan reception.





YOUNG GIRLS CUT IN TO DANCE WITH WILLIAMS

## SUPPLY SUSPENSE

est politicians in the U.S. were slugging it out last week. For governor, Democrat Williams, 41, whose indefatigable handshaking has made him the state's best-known political figure, is opposed by the Republican secretary of state, Fred M. Alger Jr., 45-year-old millionaire and grandson of an earlier Michigan governor. For U.S. Senator, former Detroit newspaper correspondent Blair Moody, 50, whom Williams appointed to fill the unexpired term of Michigan's great Arthur Vandenberg, was opposed by Congressman Charles Potter of Cheboygan. Potter, only 35, lost both legs when he stepped on a German land mine in World War II, has since traveled a long way, politically and otherwise, on aluminum substitutes.

To help them, both presidential candidates toured Michigan (*below*). But the state recently separated its local and national ballots, making it easy for people to vote differently on each. Many observers thought that Williams looked a little stronger than Stevenson (whose two Michigan appearances were not wildly successful) and Ike stronger than Alger. As the local candidates battled shoulder to shoulder with their commanders in chief, it was a little hard to decide who might be helping whom.



SOAPY EXPERTLY CALLS A SQUARE DANCE IN DURAND, LATER DANCED WITH ALL WHO ASKED HIM



HELP FROM ADLAI goes to Soapy and Moody when Stevenson addressed a factory audience in

Wayne. He warned that he would not be bossed by big industry or big labor, and got a mixed response.



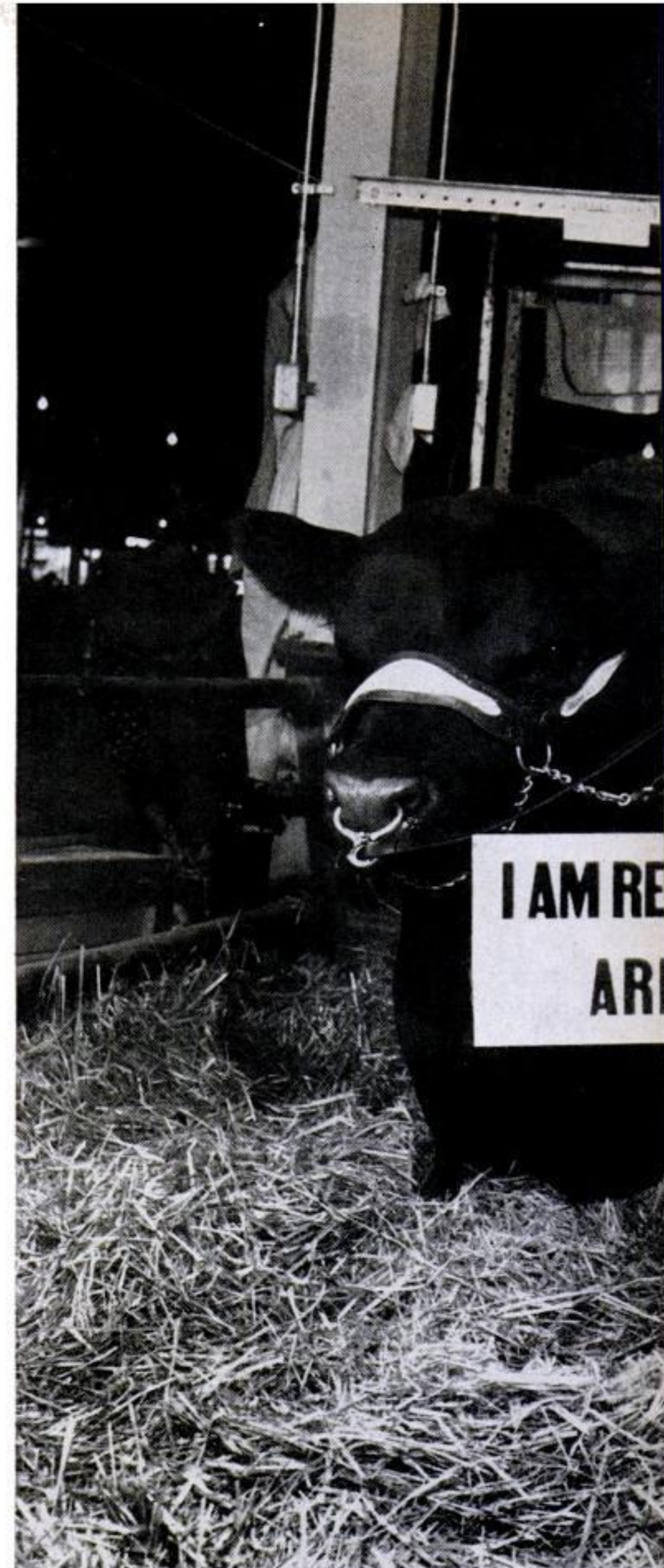
CHARACTERISTIC GESTURE is employed by Moody in talk to Flint auto workers at shift-change.





**TUSSLE WITH HECKLER** enlivens Waltham, Mass. rally. Democratic Attorney General Francis

E. Kelly (*second from left*) spars with office worker (*second from right*) who challenged the candidate.



**CHALLENGE TO VOTERS** is offered by a pedigreed bull, Prince Esquire of Sunbeam, who joins



**NEVADA BATTLE** finds Senator George ("Molly") Malone, Nevada Republican, hunting for votes in gambling section of Las Vegas, where he talks to his friend, coin-juggling prospector Herb Hamlin.



Malone's Democratic foe, Thomas Mechling (*above, center*), works over same area. A newspaper man, Mechling upset Democratic Senator Pat McCarran's man in primary, now gets no help from McCarran.

## IMPROMPTU EVENTS MAKE UP SIDESHOW

Fighting their hardest to win their elective jobs, the candidates went about their campaigns, always earnestly, sometimes with humor, never forgetting the time-honored folkways of American politics. It was in perfect keeping with U.S. political tradition that two candidates in Minnesota (*top right*) should wrestle with a live gift turkey. It was a foregone conclusion that before election time many candidates like the two Indiana senatorial opponents (*bottom, opposite page*) would get mixed up with beans and watermelon.

It was just as predictable that, as the tempo of the big show built slowly up to a climax, the tensions would build up too. In Massachusetts an attorney general up for election lost his temper on the speaker's stand (*top left*), and Candidate Nixon, like Candidate Willkie in 1940, was target for a soft tomato (it missed him). But being a target for vegetable throwers is another old-fashioned campaign privilege, and President Truman himself was tomatoed in Amsterdam, N.Y. (This one also missed.)





nationwide drive to get out vote with message at Tulsa fair. Owner is Angus Breeder Sam Fullerton.



**TUSSLE WITH TURKEY** peps up proceedings as Republicans attend Turkey Day in Worthington,

Minn. Governor C. Elmer Anderson (*left*) and Congressman Walter Judd handle nonpolitical problem.



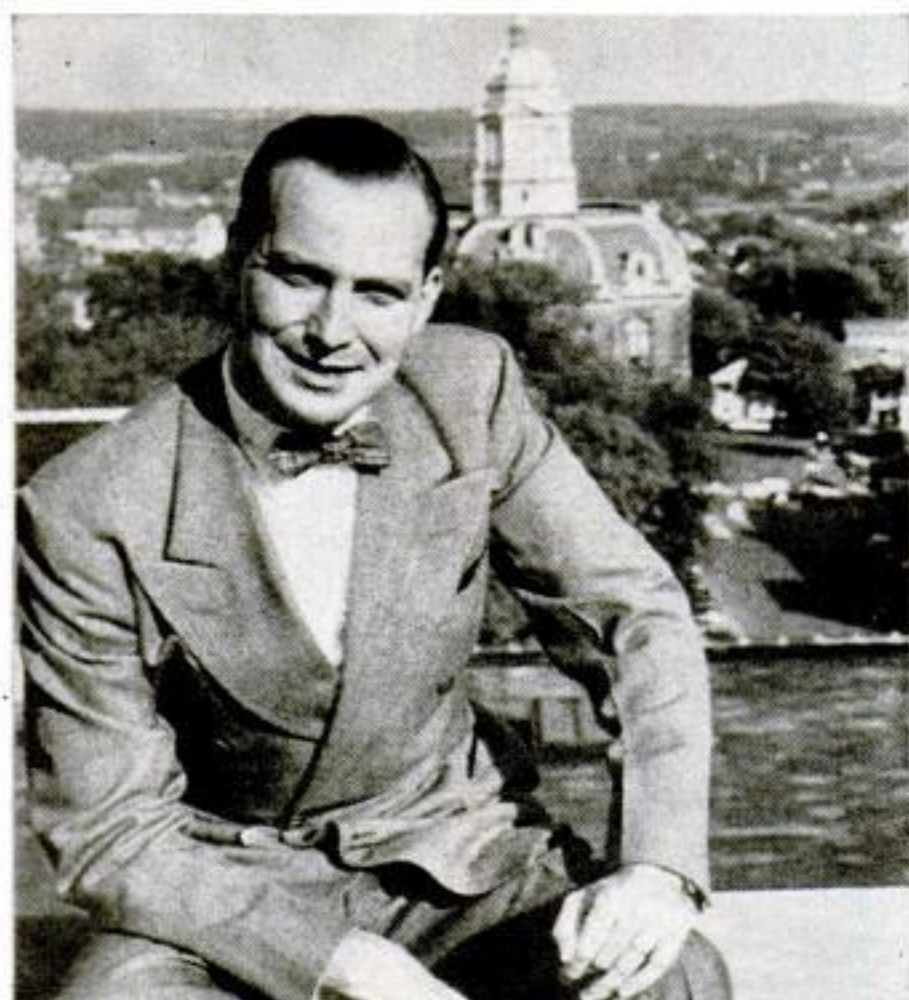
**INDIANA POTPOURRI** provides gay moments in hotly contested Hoosier Senate race. Senator William Jenner, who is counting on Eisenhower's backing to win a contest with Governor Henry F.



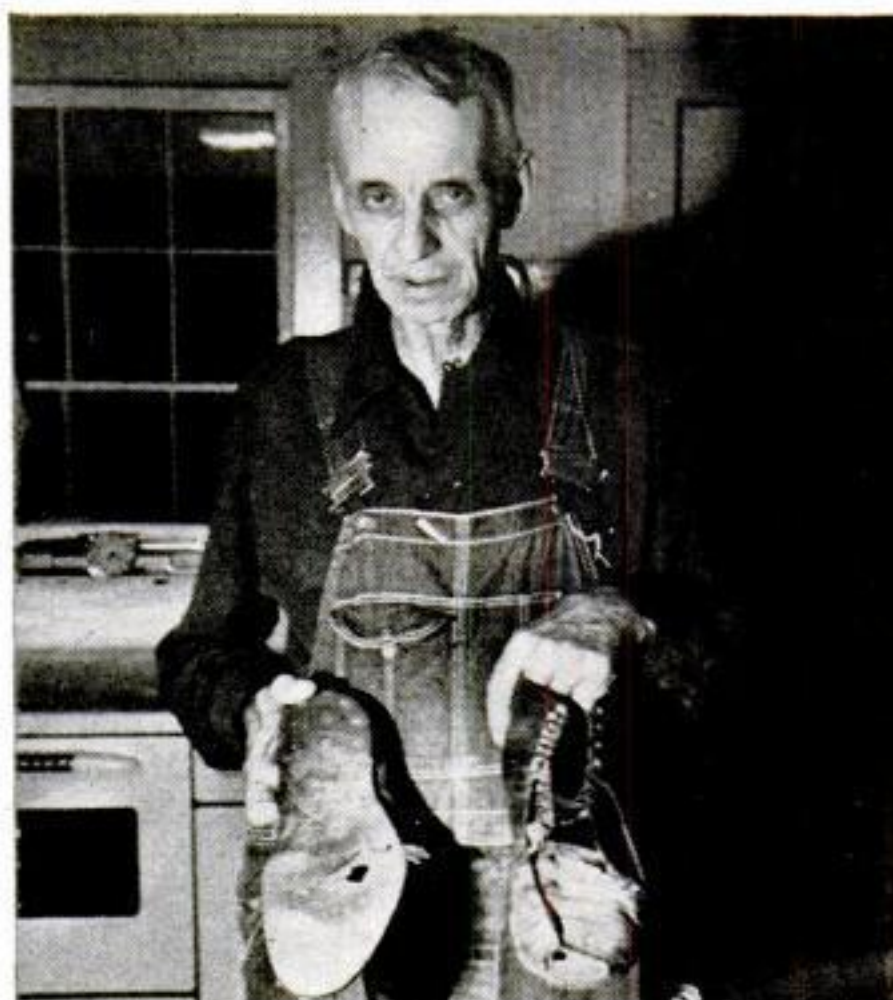
Schricker, gets whiff of beans at feast of Bean Blossom, Ind., accompanied by Mrs. Jenner and Wilbur Young, candidate for state school superintendent. Schricker, who at Chicago nominated the governor

of a neighboring state, Adlai Stevenson, engages in watermelon contest at Bloomington with John Watkins (*left*) gubernatorial candidate, and Linda Harrison, Sweetheart of Sigma Chi at Indiana University.





**MAYOR OF MANSFIELD**, Richland county seat, is Republican Thomas Wright. City has population of 59,458, and Wright won office by only 386 votes.



**A MEMORY** of depression gets Stevenson vote of Earl Ward, fertilizer salesman. "Them's my Hoover shoes," he says, showing pair he saved since '33.

## A COUNTY CONSIDERS A COUNTRY'S ISSUES

The cavalcade of candidates that trumpeted across the land was spelling out the issues on a national scale. But it was against local humors and traditions that the issues would be finally measured. This week, in places like Richland County, Ohio, the issues are jelling into election day opinions. Richland has traditionally paid more attention to issues than to party and its voters like to split their ticket. They themselves are almost evenly divided between Republican, Democrat and nonpartisans who are still making up their minds.

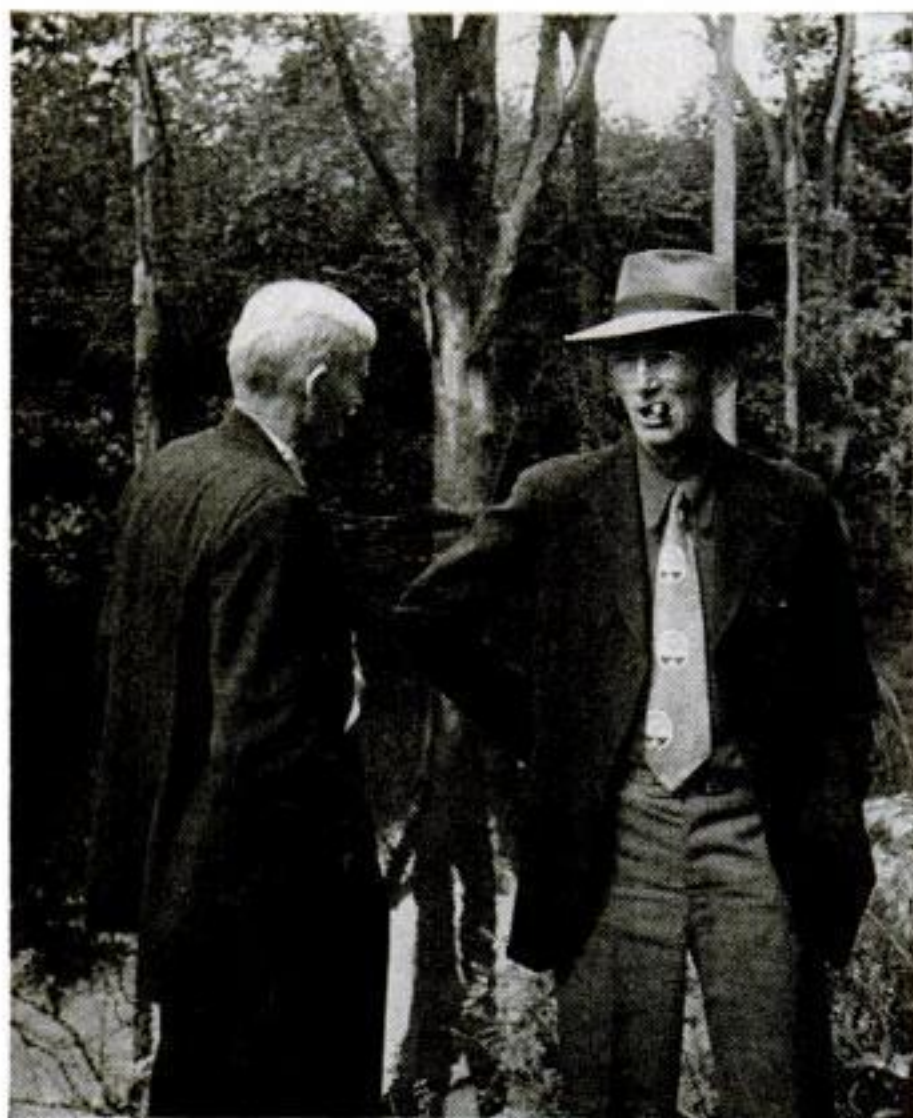
Those who have made up their minds in Richland back their decisions flatly, echoing the speeches of the candidates. Most Republican voters stand against inflation, corruption, Korea. Some, including a few "Taft Democrats," are against Ike as a professional Army man. The farmers for Eisenhower are against excessive government spending, excessive government controls, Korea. The farmers for Stevenson recall with bitterness the mortgage foreclosures of the depression days. Labor, at first friendly to Ike, has veered toward Stevenson, fearing an Eisenhower tieup with Taft.

In Richland, as elsewhere, it is the independent voter who will swing the election. To help these decide, the County Farm Bureau has been staging bipartisan "Meet Your Candidate" programs like the one shown below, at which a straw poll was taken. It showed Ike well ahead among the farmers, and with far less lead when nonfarm votes were added in. The closeness of the vote in even this small and unscientific cross-section proved only one thing—that politicians of Richland County can be no surer of calling their election day shots than can the politicians of the U.S. as a whole.



**SHOCKED CORN** on autumn afternoon decorates Richland's farmland. County has 2,538 farms of about 200 acres which specialize in dairy cattle, hogs

and wheat. Its farms are well balanced by its industry; Mansfield has 88 plants, including one owned by Westinghouse Electric which employs 5,500.



**A DISCUSSION** is held by two Odd Fellows, Frank Yeager (left), a Democrat ("But I want a change"), J.B. Fulton, Republican ("Kinda on the fence").



**POLL** at Farm Bureau meeting attended by farmers, city folk and Senate Candidate Mike DiSalle shows farmer vote (left column), vote of all present (right).







▲ **FARMERS FOR EISENHOWER**, Earl and Stanley Huston, run a farm machinery business in Shiloh where Earl (*left*) farms 400 acres. "We've been told by Truman there's no corruption," he says, "but it has already been proved."

**FARMERS FOR STEVENSON**, Orly Amstutz (second from *left*) and his sons, Dean, Lester and Wayne, run largest farm (994 acres) in county. In '30s, Orly owed \$35,000. "These gosh-dang farmers got short memories," he says. ▼





## THEY ARE ROOTED IN THREE CITIES THAT COULD TIP THE SCALES FOR STEVENSON

That expert on ethics, the retiring President of the United States, has declared that General Eisenhower suffers from moral blindness and is therefore unfit to succeed him in office. On Nov. 4 the electorate will weigh this charge. Meantime, since this issue of moral blindness has been raised, we have two thoughts to offer of which the first is: Look who's talking.

Harry Truman began his political career as a doorbell ringer for the Tom Pendergast machine in the wide-open town of Kansas City. Kansas City was then both sanctuary and resort for bigtime gangsters on the lam from all parts of the country. One in every 10 of its cops had a criminal record. Hunking over his desk at his Jackson County Democratic Club, 1908 Main Street, Tom Pendergast had a simple recipe for success in politics: Put a man under obligation to you, and he'll work for you on election day. Besides his income from shakedowns from gambling joints and brothels, Tom owned a cement process called "Ready-Mixed" and saw to it that Ready-Mixed was the only kind of cement that could meet the building specifications for the city and county. In addition to his flesh-and-blood minions he had a block of 60,000 "ghost votes" he would throw into action as reserves. These "cemetery commuters" pulled old Tom through many a battle when the going was rough.

It was rough in the mayoralty elections in 1934 when a strong Fusion organization tried to break the machine. Seven bullets were fired through the plate-glass window of Fusion headquarters in the heart of the business district. Elsewhere old Tom's goons shot a deputy sheriff and hospitalized several hundred Fusion workers. Fusion lost.

A 1936 election was less bloody, but in results even more sensational. The anti-Pendergast candidate came into Kansas City with a comfortable lead, but old Tom bugled assembly to the ghost battalions, and wards turned out votes against the enemy in a ratio of more than 1,000 to 1 and he was defeated. This showed that Jackson County could now carry all of Missouri, and the state capitol at Jefferson City became known as Uncle Tom's Cabin. Unfortunately for Uncle Tom, the Kansas City *Star* and the U.S. District Attorney, Maurice M. Milligan, obtained overwhelming evidence of election fraud that led to convictions. They were sustained all the way to the U.S. Supreme Court.

What has all this to do with Harry Truman? Everything. All that he knows about politics he learned at Tom Pendergast's knee. He was presiding "judge" of the county commission that okayed the specification of Ready-Mixed cement. Every elective office he ever held until 1944 was given him by the Pendergast machine, with the cemetery commuters present. He was so free from moral blindness that he has never once, to this very day, uttered a word against it or its methods. Quite the contrary. In 1938, while the vote fraud trials were still in court, Harry Truman denounced the trials and their prosecutor on the floor of the U.S. Senate. On becoming President one of Harry Truman's first acts was to pardon 15 of the Pendergast mob who had been convicted of ballot-stuffing. Milligan he fired. When old Tom died early in 1945 after a prison term, Vice President Truman flew to his funeral in an Army bomber.

In 1946 Harry Truman sent orders to Jim Pendergast—old Tom's nephew who inherited the machine—for the defeat of Representative Roger Slaughter in the Democratic primaries. Once again the alert *Star* obtained evi-

dence of election fraud. The evidence disappeared when the vault in the Pendergast-controlled courthouse was blown open and the impounded ballots were stolen. Interestingly enough, President Truman was in Kansas City attending the machine's victory celebration on the very night this yegger occurred. "No comment," the President of the U.S. had the moral astuteness to observe on this astounding affair.

Kansas City's isn't the only Democratic machine for which President Truman has served as handyman. In 1949 Bill O'Dwyer was re-elected mayor of New York, but Ed Flynn and other big party wheels smelled stink in the offing for Bill. The Brooklyn police graft investigation, which Bill at first branded as a "witch-hunt"—a phrase that came to be almost as embarrassing as "red herring"—began to get really serious. Bill's confidential man, Jim Moran, was running a \$500,000-a-year shakedown within the Fire Department; the waterfront was due for an eruption; and there were some disconcerting questions to be asked about Frank Costello and Bill's prosecution of Murder, Inc. The New York Democracy, which had loved Bill dearly, was suddenly abashed by him. President Harry S. Truman, who has condemned Ike for disloyalty to his friends, showed his own last-ditch loyalty by making dubious Bill our ambassador to Mexico. Nobody knows when Bill will return, if ever.

At present the most nauseous center of gutter politics is probably Chicago. As the Kefauver hearings proved, even though Al Capone's body lies amouldering in the grave, his mob goes marching on. Characters with the appetizing names of Cherry Nose and Greasy Thumb are still doing business; murders still go unsolved. Wrote Estes Kefauver,

"There was no doubt in the minds of any of us, after the sort of testimony we heard in Chicago, that *organized crime and political corruption go hand in hand*, and that in fact there could be no bigtime organized crime without a *firm and profitable alliance between those who run the rackets and those in political control*." (Our italics)

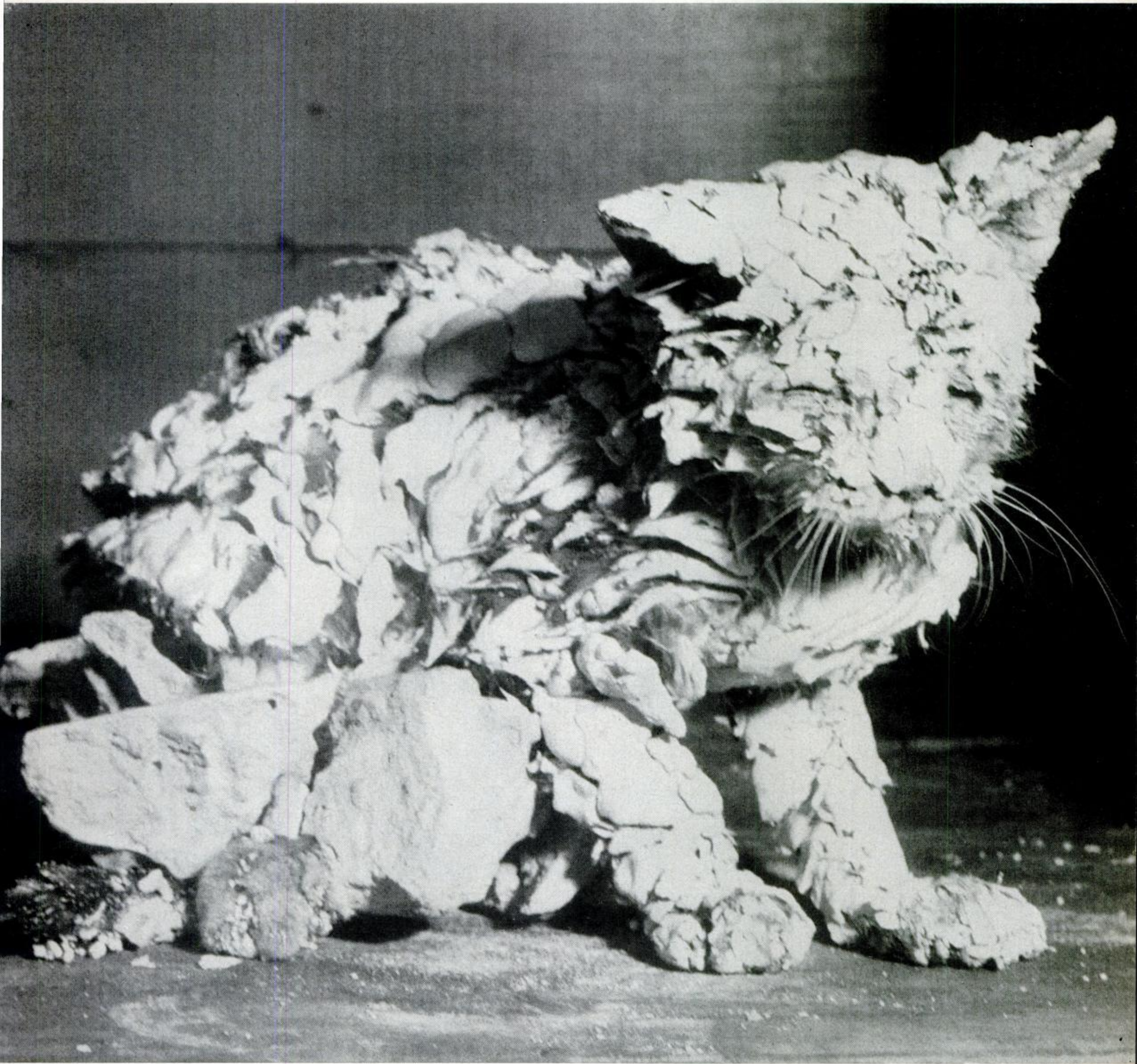
Jacob Arvey is in political control of Chicago. He persuaded Adlai Stevenson and Paul Douglas to enter Illinois politics, both highly commendable persuasions. But also, at the last elections, he insisted on running for sheriff one Tubbo Gilbert, known as "the richest cop in the world," who was too much even for the Cook County electorate.

And this brings us to our second thought about the coming election. Adlai Stevenson was a good governor of Illinois. His personal relations with the Cook County machine, while not exactly innocent, are not to be compared with Truman's kinship with Kansas City crookedness. Nevertheless, just as Truman owed his vice presidential nomination in '44 to the big-city bosses, so Stevenson could not have been nominated this year—and probably cannot be elected—without their backing.

The "politics-for-profit" morality of these bosses has permeated and corrupted our Federal government. As the *Christian Science Monitor* says, "No doubt, as President he (Stevenson) would strive to loosen their grip. . . . But their power is rooted in millions of Democratic votes in key states and they will remain extremely powerful members of his team."

If Stevenson is elected, the cultural elite of New York, Hollywood and the campuses may take some of the credit. But Stevenson will owe much, much more to the vice-and-racket machines that turn out the marginal votes in the three strategic states of New York, Missouri and Illinois. These machines are American politics at their sleaziest and ugliest.





## THE VICTIM OF JUVENILE CRUELTY

Three boys, aged 10 to 15, were prowling through a half-constructed house in South Bend, Indiana on a weekend. While there their attention was struck by some bricks, a bag of plaster and a stray cat. They put the bricks together to form a rude bathtub, mixed the plaster with water to fill it and then dropped in the cat. After awhile they went away, leaving the cat in its plaster cast. A construction employe found the cat on Monday morning, chiseled it out

and brought it in pitiful but still living shape (*above*) to a veterinarian. The vet cleaned off the rest of the plaster, gave medication to fight the gangrene in the rear feet and tail which had set solidly by that time and put a soothing ointment on the burned right eye. By Friday the patient was walking around like a normal cat (*right*). The parents of the boys are paying for the cat's medical bills, and their thoughtlessly cruel sons may face juvenile court charges.

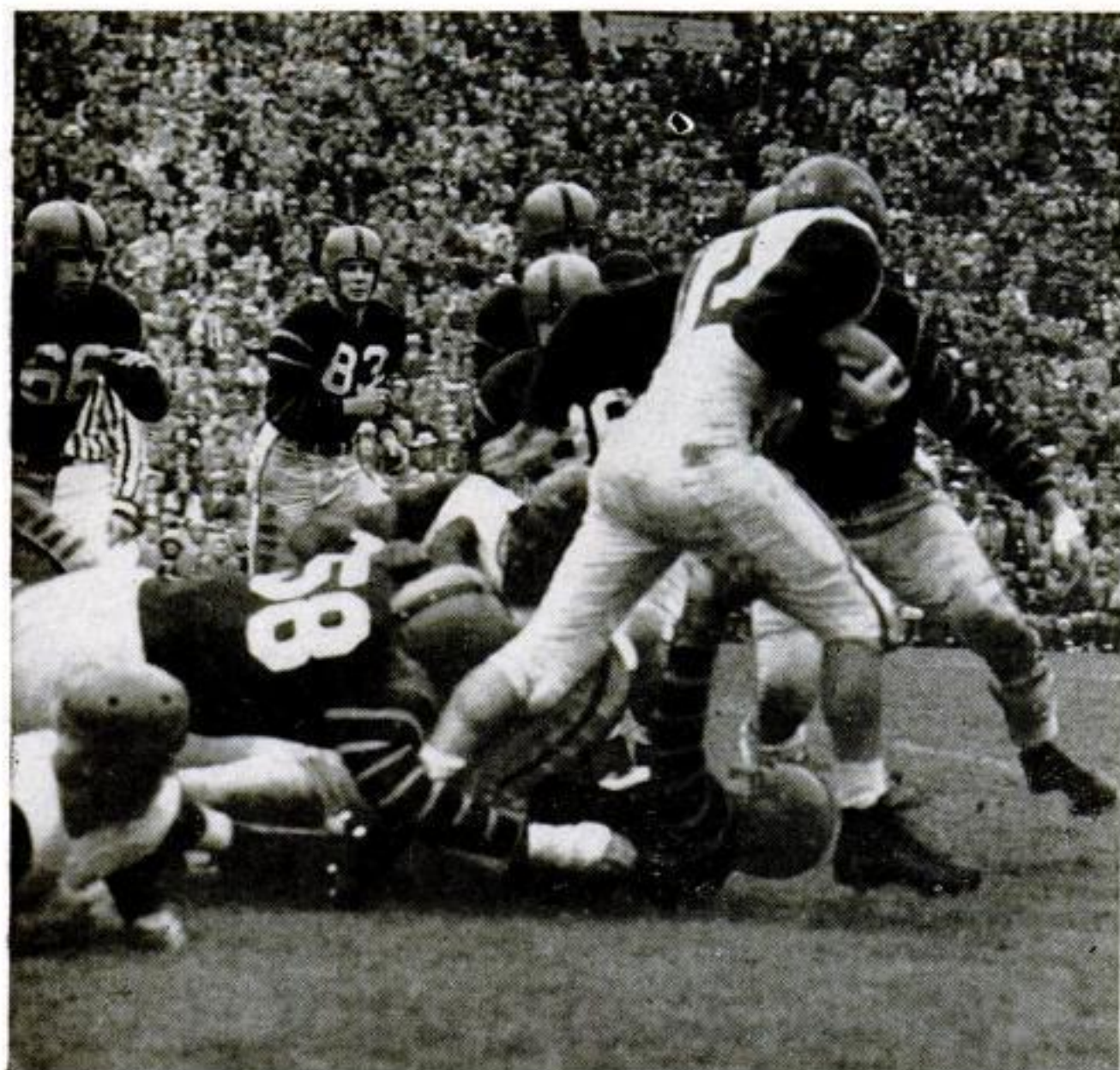




# A VICTORY PARADE ENDS

**Penn topples Princeton in the nation's big game**

Although bigtime football originated in the East's gentlemanly Ivy League, people have suspected for years that boys were carrying on for the men. Last week everybody admitted that the men were back. Two heavily-muscled Ivy elevens, Princeton and Pennsylvania, butted helmets as Princeton tried to keep alive the 24-game winning streak that had made it one of the country's outstanding teams. With the season entering the serious stage, fans were getting hysterical about backyard rivalries



**CRASHING** into the line (above), Penn right half-back Bill Deuber is almost stopped by a horde of determined Princeton line-men but (left) breaks away for a gain of seven yards.



**GRINDING** to a touchdown, Pennsylvania full-back Joe Varaitis smashes across Princeton goal line on a two-yard buck early in second period to make the first score of the game.



and conference championships. This game, the country's big game of the week, was both—a meeting between old antagonists and a struggle which would probably decide the championship of the Ivy League.

In the first half, Penn's backs just lowered their heads and hit Princeton's line with all their might. The blocking and tackling were violent. The noise in Princeton's Palmer Stadium was so deafening that quarterbacks kept shooshing the crowd so that their signals could be heard. In a

battle of single wings Penn took a two-touchdown lead, then settled down to hold it. Princeton struck through the air to score once, and threatened to score again and again. But with their backs to their goal posts Penn's defenders turned into ball-snatching madmen (*below*), stopped Princeton five times by intercepting passes. Princeton's tailbacks strove to fill the shoes of the graduated Dick Kazmaier but were not up to it. The game ended—and so did Princeton's winning streak—with Penn ahead, 13-7.

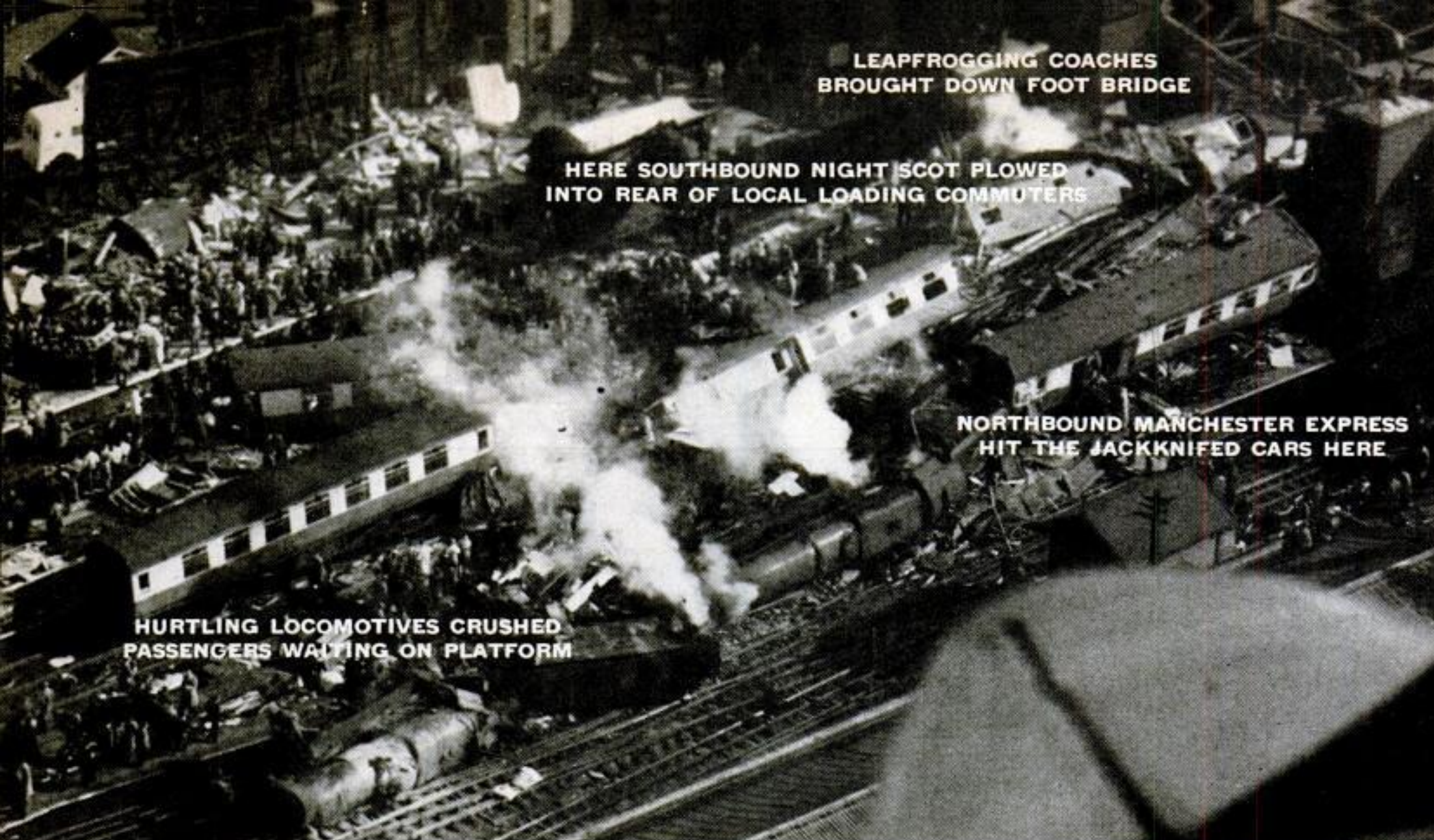


**INTERCEPTING** a pass meant for Princeton's McPhee (No. 83), Linebacker Schmidt of Penn picks ball out of air. Picture at left was taken at same instant from in front of the play.

**LIMPING** on sidelines with injured ankle packed in ice, Princeton's Bob Unger, who threw three passes which were intercepted, dejectedly watches the last seconds of game.







LEAPFROGGING COACHES  
BROUGHT DOWN FOOT BRIDGE

HERE SOUTHBOUND NIGHT SCOT PLOWED  
INTO REAR OF LOCAL LOADING COMMUTERS

NORTHBOUND MANCHESTER EXPRESS  
HIT THE JACKKNIFED CARS HERE

HURTLING LOCOMOTIVES CRUSHED  
PASSENGERS WAITING ON PLATFORM

**HOW WRECK OCCURRED** is shown above. Here Night Scot lies atop four local cars, which it struck at about 55 mph. Lying parallel is Manchester train which rammed wreck at around 60 mph.

**STEEL JUNGLE** confronts the rescuers (*below*). Using bare hands, because crane is dangerous in such spots, they dig for victims. It took more than 48 hours to reach last local cars under this debris.

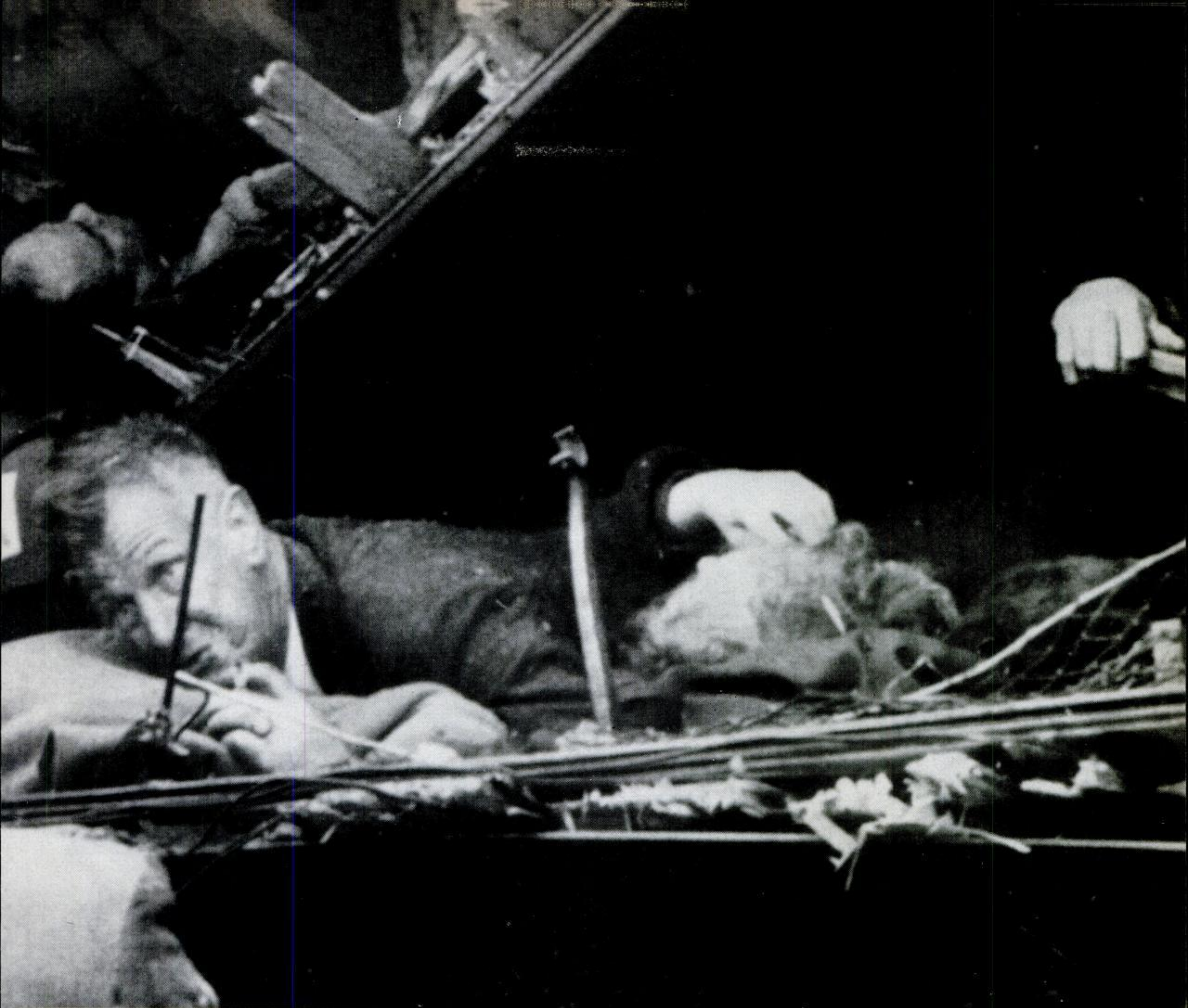


PINNED IN WRECKAGE, MAN SMOKES CIGARET



**U.S. NURSE**, Air Force Lieut. Abbie Sweetwine, helps another American prepare victim for plasma.





WHILE WOMAN BESIDE HIM CLUTCHES WALL BRACKET, SECOND MAN (ABOVE) RESTS ON IMPROVISED CUSHION AWAITING HELP. ALL THREE WERE RESCUED

# THE COMMUTER'S NIGHTMARE

Two expresses pile up on the local for London and 108 people die

At the top of the rush hour one morning last week the commuters at Harrow-Wealdstone station 11½ miles from London were fretful because the southbound 8:11 to the city had pulled in late. They crowded into the train and were just settling down when, suddenly and terribly, they were hurled into the nightmare (above) that haunts every commuter who has ever felt an express hurtle by his local.

The southbound Night Scot express to London, 95 minutes late, was running on the commuting track. The Manchester express, northbound, was trying to make up five minutes lost through faulty brakes. At 8:19 a.m. by the station clock (stopped by the crash) the Scot rammed the local, sending some cars onto the northbound track and in the path of the Manchester train. There was a crash, then almost

at once another. Then there was a brief, eerie silence, quickly broken by the first muted screams from within a 55-foot tower of debris.

Quickly the rescuers came—townspeople, doctors, firemen, police, pastors, 12 American doctors and 50 medics and nurses from U.S. Air Force bases. For two days they dug into three wrecked trains. Once, as they opened a buried car, a man emerged, dusted himself and said, "I've lost my briefcase."

But more often the passengers were borne out on stretchers. As the week ended the rescuers counted up: 108 dead and 96 injured, while over Britain's worst train wreck but one (227 killed in 1915) smiled the pride of the Harrow-Wealdstone commuters, a sign saying "This station has been awarded fifth prize in the best kept station competition of 1952."



"THERE'S SOMEONE HERE," shouts an exhausted fireman as rescue work goes on all night.





LONELY BUT PLEASED BY NOTORIETY ABOUT HIS LATEST ADVENTURE, O'BRIEN HAS RUN OF THE SHIP. AT NIGHT HE SLEEPS IN SHIP'S BALLROOM (ABOVE)

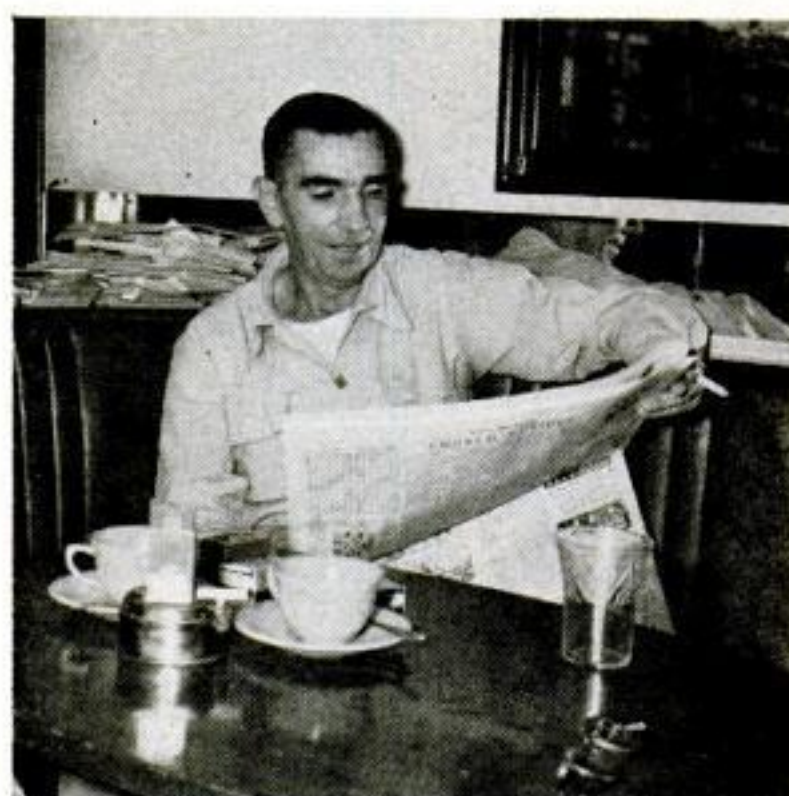
## NO TICKEE, NO PASSPORT, NO COUNTRY

It takes the ferryboat *Lee Hong* four hours to make the 40-mile trip from Hong Kong along the South China coast to the Portuguese city of Macao, and another four hours to return. It makes the round trip every day and collects fares from all its passengers—except one. The passenger who does not pay has a glib tongue, a fund of stories about his adventures in the Far East, but no passport. He sneaked aboard without a ticket a month ago and, as in the case of Philip Nolan, the 19th Century's man without a country, he has not been allowed to land since then at either Hong Kong or Macao. The ferryboat captain has not figured out how to get rid of him, and various consulates have passed his case back and forth

almost as many times as he himself has crossed the South China Sea.

The only clue in the case is an old International Red Cross certificate identifying Michael Patrick O'Brien as a "stateless Irishman." But O'Brien says he is an American known as Steven Stanley Regan. The U.S. State Department thinks he is a Hungarian. The Hungarians make no comment. All anyone seemed to agree on last week was that there may have appeared the man Scott wrote about in *The Lay of the Last Minstrel*:

Breathes there the man, with soul so dead,  
Who never to himself hath said,  
This is my own, my native land! . . .



O'BRIEN, WHO HAS ENOUGH POCKET MONEY, EATS WELL ABOARD THE HANDSOME "LEE HONG" (CENTER) BUT WHEN IT DOCKS HE LOOKS WISTFULLY ASHORE





"Almost a Meal  
in Itself!"



Beef Stock



Tomatoes



Carrots



White and Sweet Potatoes



Peas



Corn



Limas



Barley



Onions



Macaroni



Okra



Celery



Cabbage



Turnips

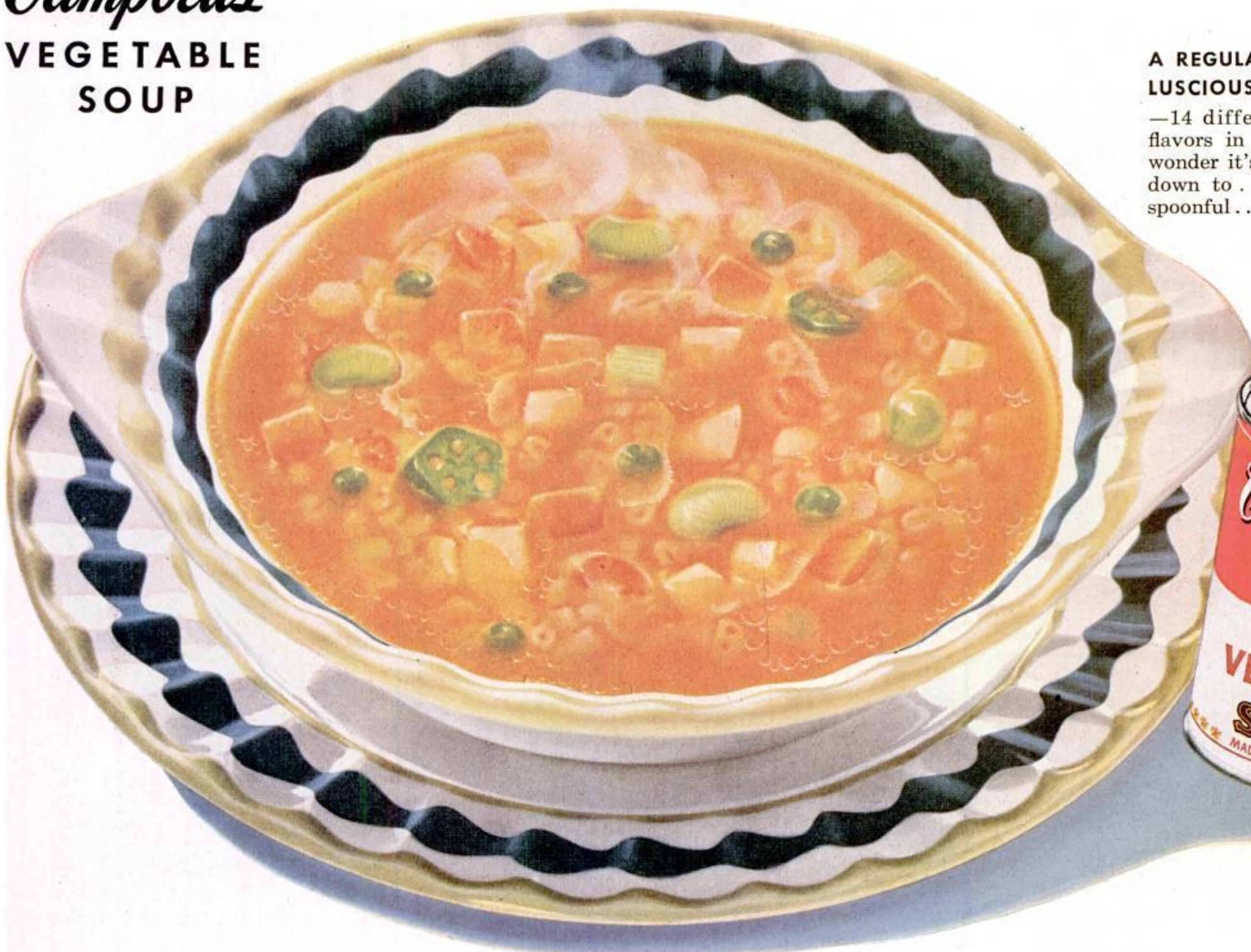


Peppers



Parsley

*Campbell's*  
VEGETABLE  
SOUP



A REGULAR MARKET BASKET OF  
LUSCIOUS GARDEN VEGETABLES  
—14 different ones—blend their  
flavors in a sturdy beef stock. No  
wonder it's such a grand soup to sit  
down to...inviting with the first  
spoonful...satisfying to the last!





# We engineer Heat and Cold to do their *level best* for you

**K**EEPING a level temperature within your home in winter is mighty important to your family's health.

So is maintaining a uniform degree of coldness at all times in your refrigerator and food freezer.

That is why General Motors engineers — in both our refrigeration and heating divisions—have been working for years to perfect more accurate control and more efficient use of both heat and cold.

In this far-reaching work they have been benefited by decades of GM engineering research covering metals, insulation and automatic devices for all types of power plants from giant Diesels down to tiny electric motors.

Out of such unequaled experience they have developed new instruments that automatically regulate temperatures to amazing accuracy—and improved automatic furnace controls that maintain steady heat regardless of the weather.

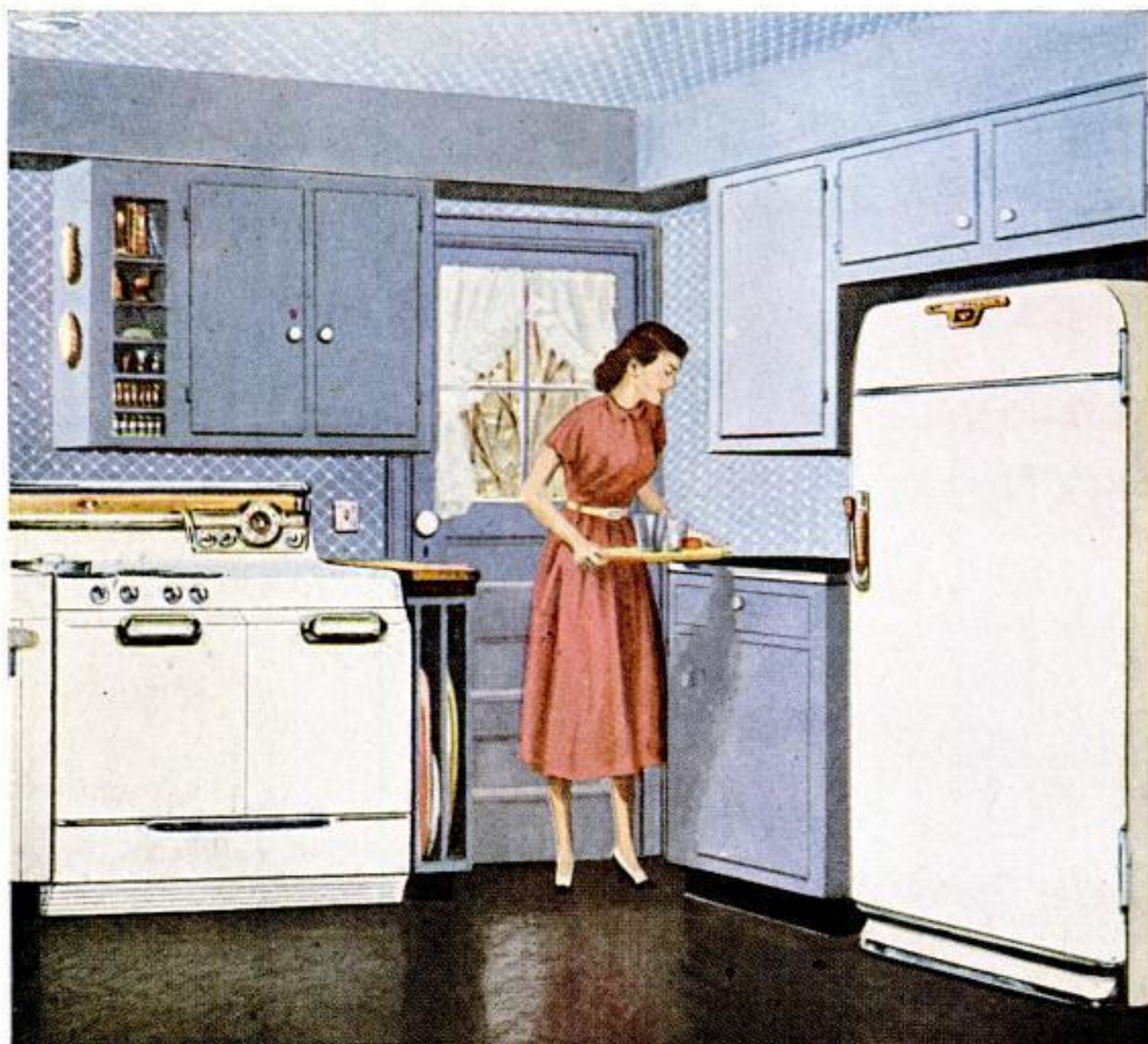
So you may be sure of one thing, no matter what GM home appliance you may buy, whether it's a refrigerator, a freezer, an oil burner, a water heater, an air conditioner, electric range, dehumidifier or laundry equipment and that is simply this:

Each is built to the same high level of engineering progress that makes every GM product your symbol of greater value.

## GENERAL MOTORS

"MORE AND BETTER THINGS FOR MORE PEOPLE"

FRIGIDAIRE • DELCO • CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC  
BODY BY FISHER • GMC TRUCK & COACH

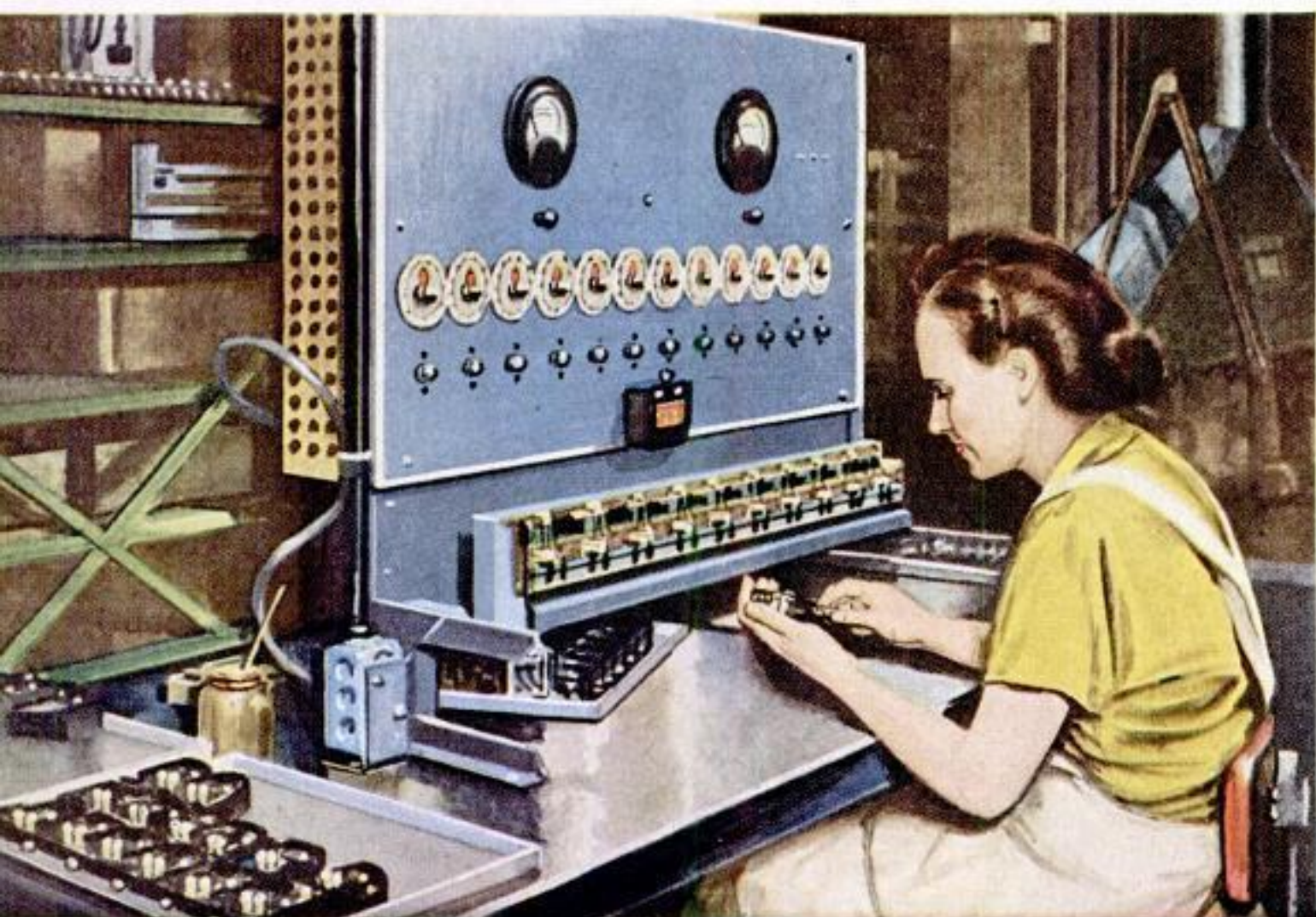


**New Home Conveniences and Comforts that Come from GM Engineering**—GM engineers make the modern home a happy, healthy, yes, and thrifty place to live. At Frigidaire—through engineering betterments in refrigerators, food freezers, electric ranges, automatic washers, dryers, ironers, dehumidifiers, water heaters and air conditioners. At Delco—through engineering advancements in automatic heating equipment, electric water systems and electric motors.





**Chocolate Ice Cream Test of "Level Cold"**—Just as final engineering check of a motorcar must be road testing—so final proof of refrigerator and freezer must be scientific testing with real food. Here at Frigidaire's "Proving Ground," GM engineer teams with GM home economists to check ability of freezing unit in new CYCLA-MATIC Frigidaire to preserve chocolate ice cream—among most difficult of foods to keep in store-fresh condition. Typical of the GM engineering studies which have developed "Level Cold" temperatures—even during defrosting—for better food protection.



**Testing a Furnace's Brains**—GM engineers have developed this Delco-Heat master control for oil burners. Mounted in flue pipe, it operates on changes in temperature of flue gases. Here the master control safety switch is being tested and timed to shut down heating unit within 85 to 100 seconds in case of flame failure or abnormally low voltage in home electric system. 99% pure silver at all electrical contact points assures precision operation.



GM  
Engineering  
Your Key to  
Greater Value

Hear HENRY J. TAYLOR, on the air every Monday evening over the ABC Network, coast to coast.





**Worth holding up.** We're referring to the highball, not the stage coach. For we're certain you'll truly enjoy holding a Four Roses highball to your lips and savoring that superbly flavored whiskey. You'll know why people buy more Four Roses than any other whiskey at or above its price—more than most whiskeys at any price.

Wouldn't you  
rather drink

**Four Roses**



*Frankfort Distillers Corporation, New York. Blended whiskey. 86.8 proof. 60% grain neutral spirits.*



# PAPA TRIMS THE SIAMESE PRINCE

King gives his many-named son a ritual haircut, snips off threat of evil

When Queen Sirikit bore him a son last July, King Phumiphon of Siam delegated to the supreme patriarch of the Buddhist Church the scholarly duty of naming his first male heir. Since it was thought best that the name include certain astrologically "meritorious and mighty" letters, and should omit certain others, it was more than a month before it was announced that the prince would be called Vajiralongkorn (Possessor of the Thunderbolt) for short, while his entire name in Siamese is 69 words long.

Despite this imposing name, the prince, according to tradition, was thought still to be under the influence of a mystic presence called *kwañ*. While this spirit remained he was neither entirely safe from spiritual evil nor fully established as a human being. But last month, on dates fixed by astrologers, Prince Vajiralongkorn rose to man's estate in a two-day ritual of benediction. In the ceremony's culmination his kingly father gave the prince his first haircut, shearing off a tuft of hair which protected the *kwañ*.



KING SNAPPED SON BEFORE HAIRCUT



SIGNIFICANT SNIP IS TAKEN BY KING PHUMIPHON WHILE NURSE HOLDS PRINCE VAJIRALONGKORN AND ROYAL BARBER HOLDS GOLDEN BOWL TO CATCH LOCK

**P.S., THE PRINCE'S FULL NAME** (in translation from the Siamese) is "His August Highness, Son of His Majesty, Lord of the Sky, Possessor of the Thunderbolt, from the great royal line of Chakri descended, by the Gods preserved

and well protected, possessing all the numerous virtues, Grandson of Prince Mahidol, Son of Phumiphon, King of Men, and of Queen Sirikit, Great Grandson of Sawang Vadhana, He is indeed the Great Prince and Son of the King."



*I dreamed  
I was bewitching  
in my maidenform bra*

Starlight! Star-bright! My wishes  
have all come true tonight  
... thanks to  
Maidenform's Maidenette,  
the source of my sorcery!

Maidenette® in acetate satin,  
broadcloth, nylon taffeta,  
from 1.75

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for every type of figure  
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ACCESSORIES BY MR. JOHN INC.  
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## The Siamese Prince CONTINUED



**GREAT-GRANDMOTHER** of prince, Sawang Vadhana, received grandson, the king, on her 91st birthday just before the rites she was unable to attend.



**PIOUS PARENTS** formally profess Buddhist faith during ceremonies. Before them stands old royal cradle refurbished and later anointed for prince.



**NAME GIVER** Somdet Pra Vajirayanawongse, 90-year-old Buddhist patriarch (left), holds his fan of office as he joins in chanting blessing for prince.





1. "Silent Sam" they called him, but it really was a joke. For glasses crumbled, ceilings cracked whenever Sammy spoke. His voice had great authority—it rang out loud and clear Whenever he was smitten with a phrase or an idea.



2. And Sam was at his best when he discussed affairs of state. He roundly scorned some policies, and some, he vowed, were great. He took a satisfaction in the democratic way; His speech was free, and so he had a lot of things to say.



3. He didn't vote four years ago—his wife was ailing then. Two years ago, it rained, and so he didn't vote again. And though he likes to talk about the way his country's run, He doesn't use his *loudest* voice, when all is said and done.



4. Once or twice he registered, but *still* he didn't vote. And yet, when things go wrong, he screams, "Those rascals get my goat!" Well, Sam, you win the booby prize, you win it in a walk! If you don't vote, you haven't really *earned* the right to squawk.



5. Our vote's a priceless heritage—it means we have a choice In how we will be governed, Sam; your *vote's* your loudest voice! So don't be silent any more—speak up and have your say. For every single vote will count this next election day!



STATLER HOTELS: NEW YORK • BOSTON • BUFFALO • DETROIT  
CLEVELAND • ST. LOUIS • WASHINGTON • LOS ANGELES



# LIFE ON THE NEWSFRONTS OF THE WORLD

ROKs hold off enemy, science advances against polio, theologians battle over birth control pills



MEDICS ANXIOUSLY SCAN KOREA SKY FOR HELICOPTER AMBULANCE

## Red assault on White Horse Hill

As armies prepared for a third bitter winter in Korea, the U.N. recessed the truce talks indefinitely, explaining that the Communists did not seem to want peace. But the big news in Korea was the heaviest Communist ground offensive in the past year. U.N. forces withstood 35 attacks, and at White Horse Hill determined South Korean ROKs fought a nonstop five-day battle in which the key hill changed hands no less than 23 times. After taking heavy losses, the Communists slowed down their offensive and General James Van Fleet was able to announce that the U.N. main line had held firm. "The enemy," he reported, "has been clobbered."

In the Coliseum Arena in New Orleans last week Boxer Jimmy Taylor was knocked out and died 36 hours later. Three days after the knockout, Referee Ashton Donze had a heart attack in the same ring and dropped dead.

## Wedding for a changed woman



DR. FORBES-SEMPILL

A month ago Aberdeen, Scotland was astonished to read a newspaper advertisement to the effect that Dr. Elizabeth Forbes-Sempill had become a man and would be known as Dr. Ewan Forbes-Sempill. Physical changes from female to male had taken place gradually over a period of years, but details of the medical history were not revealed. Last week 40-year-old Dr. Forbes-Sempill put the finishing touch on his transformation. In a traditional Scottish highlands wedding in his home at Brux Lodge, the popular and respected physician married his 28-year-old housekeeper, Isabella Mitchell.

*When floods drove inhabitants from a Portuguese East African village, the houses were promptly taken over by crocodiles and hippos. When the waters receded, the original owners were no better off because the bungalows were taken over in turn by a batch of lions.*

## Progress against polio

A big step on the way to wiping out polio was announced last week by Lederle Laboratories, which has been conducting one of several promising U.S. polio research projects. Lederle has produced a new experimental polio vaccine which, tested in monkeys though not in humans, has so far given immunity against the deadly Lansing polio virus, one of the three virus strains which cause the disease. Even more important, Lederle has found a way to mass-produce this vaccine by growing

"cooled off" or relatively harmless virus in chicken eggs, a technique which could presumably be used for the experimental vaccines other laboratories are developing. If the vaccine, or a variation of it, proves effective after exhaustive tests on humans, the new method could within a comparatively short time produce enough vaccine to protect every child in the country.

*At the Victor Preserving Co. in Bushnell Basin, N.Y., two men were overcome by fumes and had to be revived by inhalators. They had collapsed while at work in a 14-foot-deep tank of sauerkraut.*

## Radar traces air tragedy

In northern Japan, as U.S. radar men were tracking a B-29 on a routine flight, their screen showed an unidentified plane approaching from the direction of the Russian-held Kurile Islands. As the two planes merged on the screen, the B-29 suddenly sent out a distress signal, and over the radio a crew member was heard to shout, "Let's get the hell out of here." Although reporters jumped to the conclusion that a Russian plane had shot the B-29 down, the Air Force refused to make any guesses as to what happened. Search planes have found no sign of the B-29's eight crew members, or of any aircraft, except for an oil slick on the sea.

A Boston doctor, Benjamin Sieve, reported successful tests of a birth control pill. Phosphorylated hesperidin was taken daily by 298 married couples, all of whom already had at least one child. During test periods lasting up to 30 months, none of the couples conceived. The pills, said Sieve, had no side effects and fertility was restored by omitting the drug for 48 hours.

Dr. Sieve, who said extensive tests must still be made, has not reported his findings to any medical society, but his announcement brought prompt comment from clergy. Methodist Bishop G. Bromley Oxnam approved: "It is in accord with the moral law to plan properly for the coming of children." The Rev. Francis J. Connell of Catholic University disapproved: "... A substance taken orally with the direct intent to prevent birth in no way differs from any other means of unnatural contraception."

## Record of a Red congress

The 19th Communist Party Congress opened in Moscow last week with a series of speeches by party chieftains. Deputy Premier Molotov spoke of the need for self-criticism in the Communist world, indicating that some purges may be forthcoming. Lavrenti Beria, head of secret police, boasted that Russia could not be frightened by the provocations of American millionaires, who are "more afraid of peace than of war." But as expected (LIFE, Sept. 1), the key speech was made by Stalin's heir-apparent, Georgi Malenkov, who released the first figures on Soviet production. In 1952, Malenkov said, Russia will turn out 25 million metric tons of iron, 35 million tons of steel, 300 million tons of coal. Although these figures put Russia well along toward the massive 1955 goals set by Stalin, they still leave Russia far behind the 1951 U.S. production of 64 million tons of iron, 95.5 million tons of steel and 523 million tons of coal.



MALENKOV KEYNOTES COMMUNIST CONGRESS. REAR LEFT: STALIN



# Same bathroom - Four ways ... You can do it at low cost with **CANNON TOWELS!**



**1** Like Victorian Drama? Then set the mood with richly patterned Snow Flower in flamingo. Add your favorite bric-a-brac. Spike the scene with mix-'n'-match Cannon fingertips. Cannon towels and ensembles come in colors and styles to fit *every* mood ... *every* purse!



**2** Another Day ... Another Way! Sculptured Rhythm in forest green and sun gold suggest a modern décor. Remember - *every* Cannon towel delights by feel as well as sight! "Beauti-Fluff," Cannon's exclusive finish, gives you towels that are softer, *thirstier*. At a price that's thrifter!



**3** Shift the Scene to Provincial! And do it in lickety-split time by hanging delightful Chanticleer on rod, at window! For bright contrast, Empress in lightning pink. Whatever *your* scheme, there are scores of big, fluffy Cannon towels to beautify *your* bath, make it a reflector of *your* taste!



**4** Feeling Feminine? You'll love flower-carved Carnation in radiant rose and pristine white. A half hour's sewing time makes the curtains! Such fun to change your bath with your mood! So easy to change with thick and thirsty Cannon towels! The price? From **39c** to **\$2.95**

absorb more - wear longer - cost less!



Cannon Mills, Inc., 70 Worth Street, New York City 13 Towels • Sheets • Stockings • Blankets • Bedspreads



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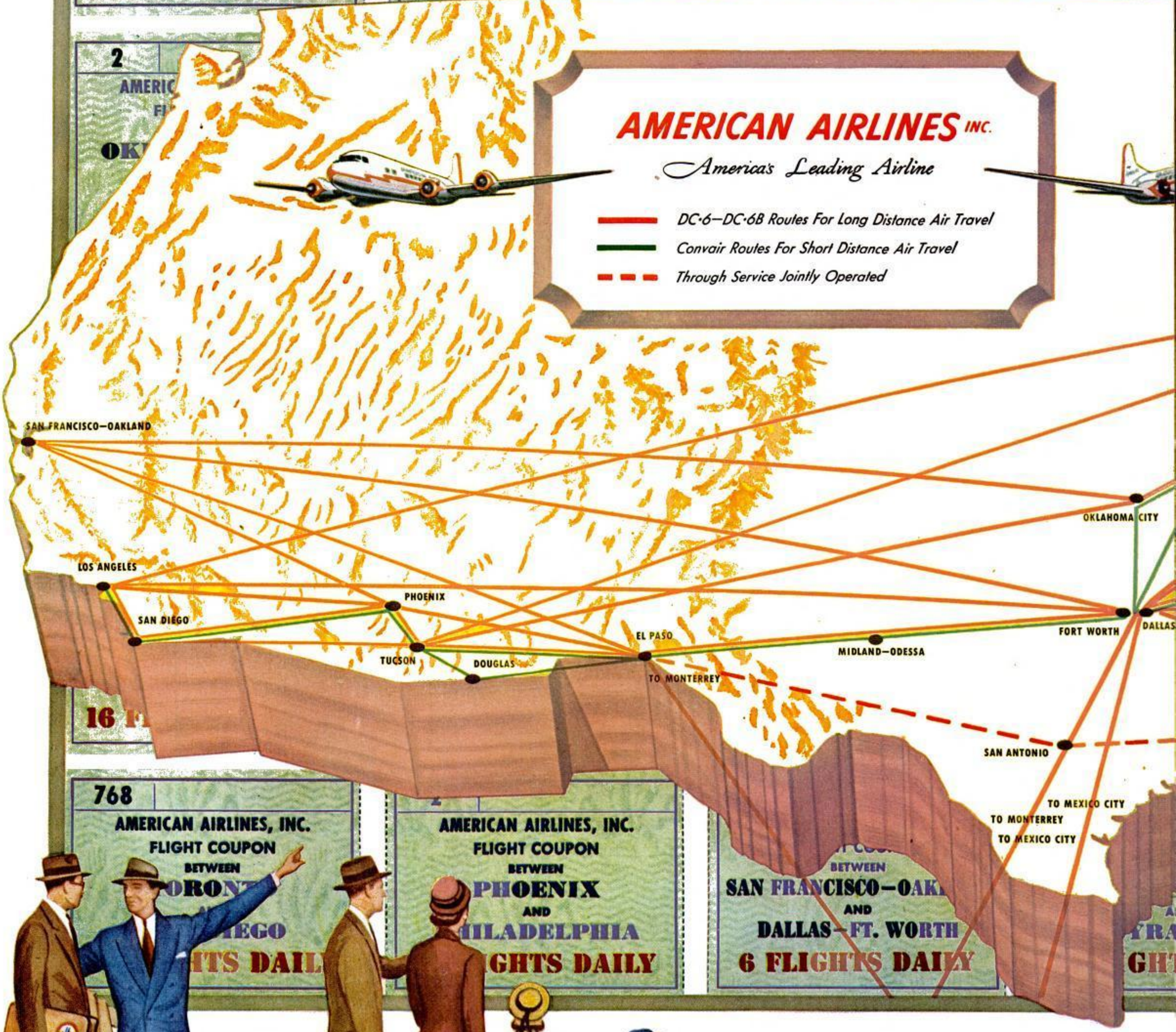
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**AMERICAN AIRLINES, INC.**  
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**BOSTON**  
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**NEW YORK**  
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**FLIGHT COUPON**  
**BETWEEN**  
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**AND**  
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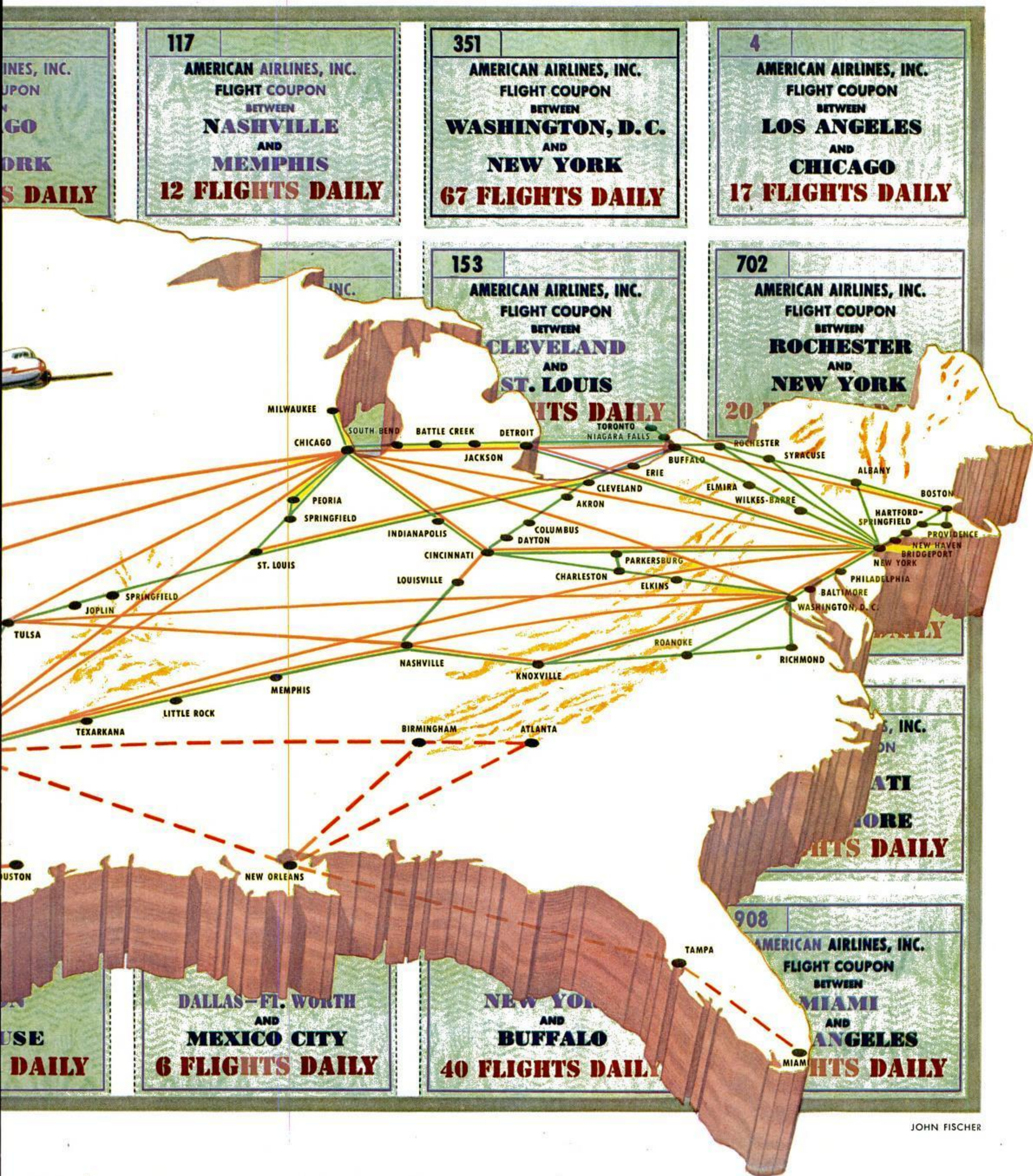
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*For business or vacation travel*  
*places to go—Flagship schedules*





JOHN FISCHER

# Choose your Flight!

Flagship coverage gives you more  
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Across the country—'round the clock—Flagships fly at *your* convenience—take you *where* you want to go *when* you want to get there. That's because Flagship coverage reaches so many places—Flagship schedules offer so many flights. And Flagship service is so friendly and attentive that you soon join the millions who say "Flagship! That's *my* ticket" on business or vacation travel.





*Deliciously yours!*

*P.S. Hunt-for the best. See your grocer's ads  
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LINGERING OVER THEIR BEER AT CHICAGO BAR, CUSTOMERS' EYES ARE FRONT AND CENTER AS THEY JOIN BARTENDER IN FOLLOWING WORLD SERIES ON TV

## THE WORLD SERIES STARE

The country hardly takes its eyes off TV as Yankee-Dodger show comes to its seventh day climax

For seven days the midday life of some 70 million Americans was disrupted. People went to lunch and didn't come back for hours. Work slowed down, classrooms were disrupted, and—especially on the last day (*above and below*)—almost nobody, from beer-sipping low-brows to erudite high-brows, watched anything but the Yankees-Dodgers acting out on TV one of

the most dramatic World Series since the Dean brothers whooped Detroit 18 years ago.

The audience saw Dodgers make impossible catches (*p. 50*), marveled at an old man named Mize clouting three homers, watched the Yankees' Casey Stengel make one successful managerial move after another. By the seventh inning of the seventh game people had seen

enough to talk about all winter. Then with two out and bases loaded a Yankee infielder gave them another tidbit by making a story-book catch of a pop fly lost in the sun (*next page*). As people sat breathless, a waitress in Denver eyed TV deadheads at her counter and said, "We can't get them off the stools. They just ask for another cup of coffee and go on watching."

PLAYING HOOKEY FROM THEIR CYCLOTRONS AND CALCULUS, M.I.T. PROFESSORS IN CAMBRIDGE OGLE TV AS YANKEES COME THROUGH IN SEVENTH GAME



CONTINUED ON NEXT PAGE





**DESPERATION SPRINT** by Yankees' Martin enables him to catch elusive pop-up and end last Brooklyn rally.

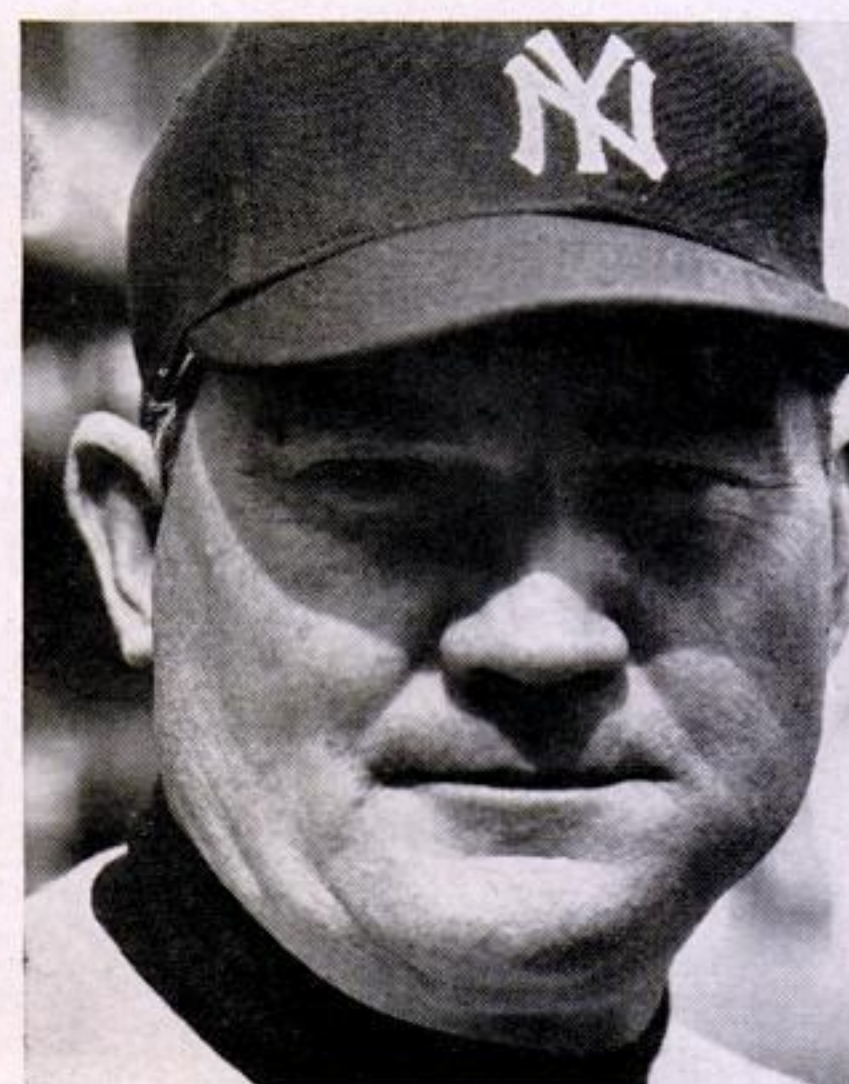


**CRUCIAL CHANGE** of pitchers by Manager Casey Stengel (center) in seventh game brings

Kuzava in as Raschi (17) goes out. Kuzava saved game and Stengel's move saved Series for Yanks.



**DODGER HERO** Duke Snider played spectacular role in center field and at the plate. He hit four home runs for losers to equal the World Series mark held by Babe Ruth and Lou Gehrig.



**YANKEE HERO**, John Mize, a pinch hitter until he hit his first homer, was made a regular and belted two more. After that 39-year-old John got hero's tribute whenever he came up to bat.



**YELLING YANKEES** swarm from dugout to congratulate Pitcher Kuzava after last Brooklyn

batter goes down. Catcher Yogi Berra, who beat them to it, climbs on Kuzava piggyback style.

[CONTINUED ON PAGE 50](#)



An Advertisement by Hiram Walker



## YOU'RE 3,000 MILES FROM THE RITZ

Join this clambake and you're far away from gleaming linen and silver, and bustling waiters. For this crowd knows how to prove that simple pleasures are best. Here, the proof consists of clams fresh-steamed over the embers of a driftwood fire, friendly talk, and warming drinks of a smooth and mellow whiskey called Imperial.

This whiskey is made by Hiram Walker—made with so much care and skill that Imperial is always mild, always remarkably good-tasting. So many people—people like you—prefer Imperial that it has become one of the very largest selling whiskies in America.

Isn't that convincing proof of Imperial's excellence?

**JUST TELL THE MAN YOU WANT IMPERIAL**

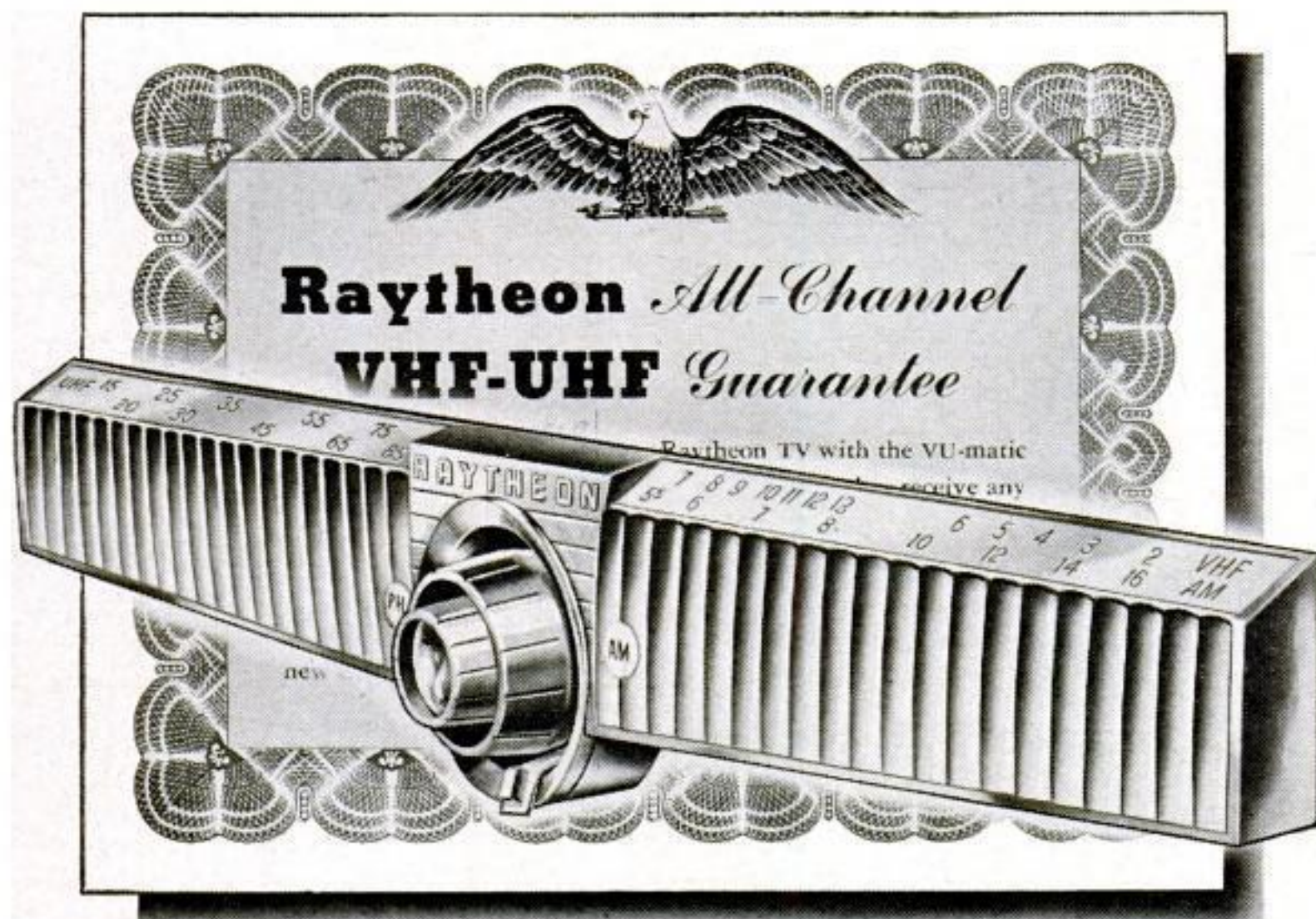
BLENDED WHISKEY. 86 PROOF. 70% GRAIN NEUTRAL SPIRITS. HIRAM WALKER & SONS INC., PEORIA, ILLINOIS



# Only Raytheon TV

## GUARANTEES

### All-Channel **VU**-matic tuning



- ✓ ALL 12 VHF CHANNELS
- ✓ ALL 70 UHF CHANNELS

Raytheon TV is your ringside ticket to the **biggest** show on earth...12 VHF channels...70 new Ultra High Frequency channels numbered from 14 to 83...2,053 TV stations coming for 1,291 U.S. communities.

*A Raytheon owner is ready for it:* The exclusive whisper-sensitive VU-matic® tuner *guarantees* all-channel VHF-UHF tuning. No costly strips or bulky converters necessary. "Fringe" signals boosted about 2½ million times...strong signals received with life-true clarity. Here's the set that is *engineered*—not just "adapted"—to be the TV best. A Raytheon dealer will *prove* it to you.



**THE 21" NORMANDY** All-channel VU-matic tuner, AM radio, provision for phonograph and earphones. French Provincial styling, with full doors.

Raytheon TV from \$199.95 to \$750, including federal tax and one-year warranty. Prices and specifications subject to change without notice.

*Built FOR TODAY...* **RAYTHEON** *Designed FOR TOMORROW*



**RAYTHEON WELDPower®** replaces costly soldering, brazing and riveting; makes strong, permanent precision welds in small ferrous and non-ferrous metal assemblies—faster, better, at lower cost. Write for complete details and prices.



**HELPS ANY ROOM IN THE HOUSE:** Sturdy AM radio offers the best in electronic design. A table model styled in mahogany or white adds charm to any room. Backed by Raytheon's experience in radio development. 115 volts, AC-DC. \$24.95

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5921 WEST DICKENS AVENUE, CHICAGO 39, ILLINOIS

Series Stare CONTINUED

## ROBBING THE YANKS OF HOMERS



**INCREDIBLE CATCH** by Pafko on Sunday was one of many brilliant Dodger fielding plays. He caught Woodling's smash just before it became a homer.



**BEAUTIFULLY-TIMED LEAP** by Furillo in 11th inning of same game speared Mize's drive which would have gone for the game-tying home run.

CONTINUED ON PAGE 53





# Now's the time for

Out in the kitchen where men are men, a cowboy's best friend is a shimmering, delicious dish of Jell-O. And Jell-O gelatin desserts rate high with mothers, too, because they're so easy to make and so economical. How about rounding up a few boxes next time you mosey down to the grocery store?

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HALLOWEEN

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# Holidays Ahead

get set with **SERVISET!**

Colorful, decorative and oh what a help! SERVISET's holiday settings of matched paper plates, Handi-Handle\* cups, napkins and tablecover. No dishes, no table linens to wash... more time with the family, more time for holiday fun!

Look also for "Purity"® paper tableware. BIG PAK for everyday use!

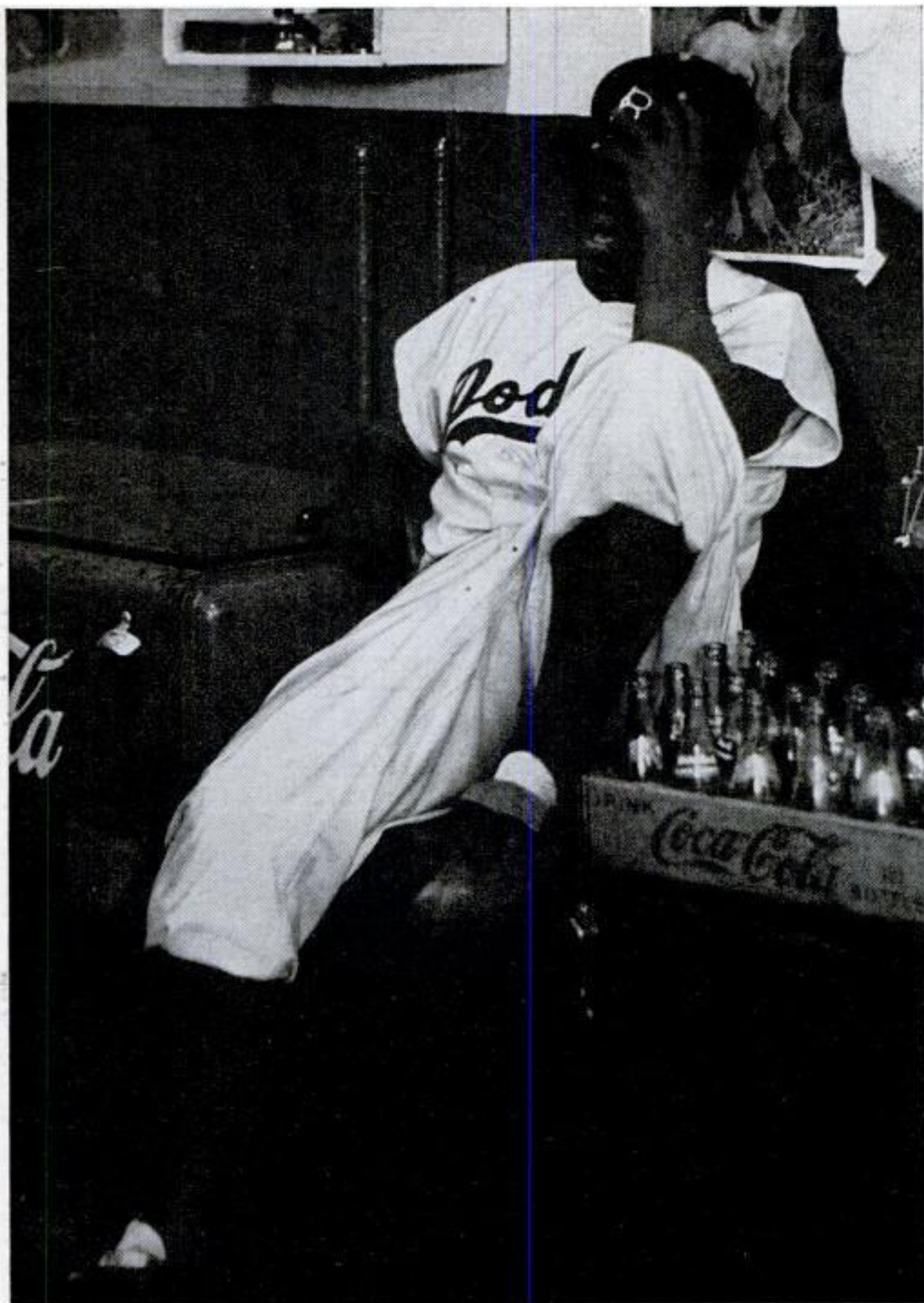
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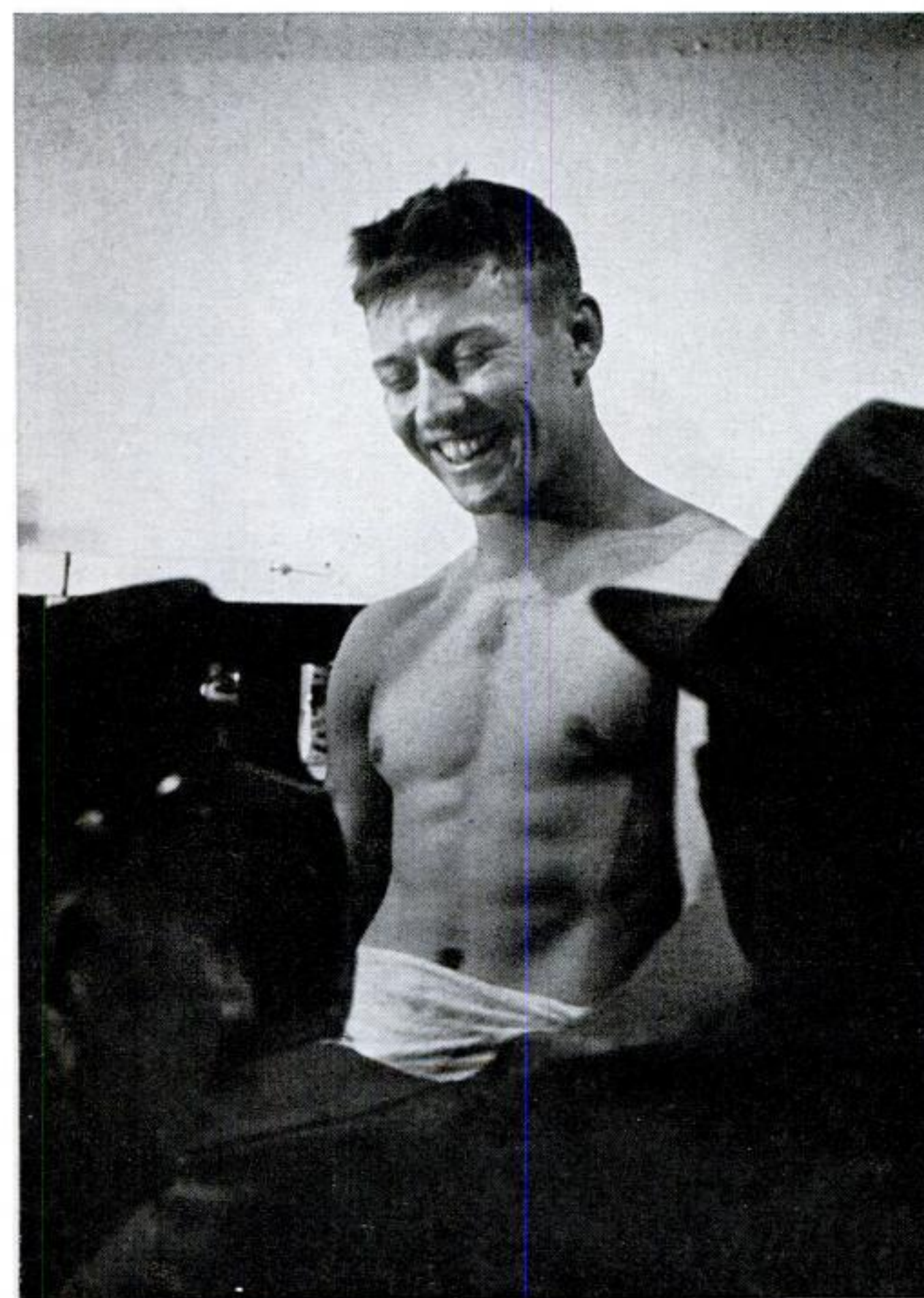
CHRISTMAS

NEW YEAR



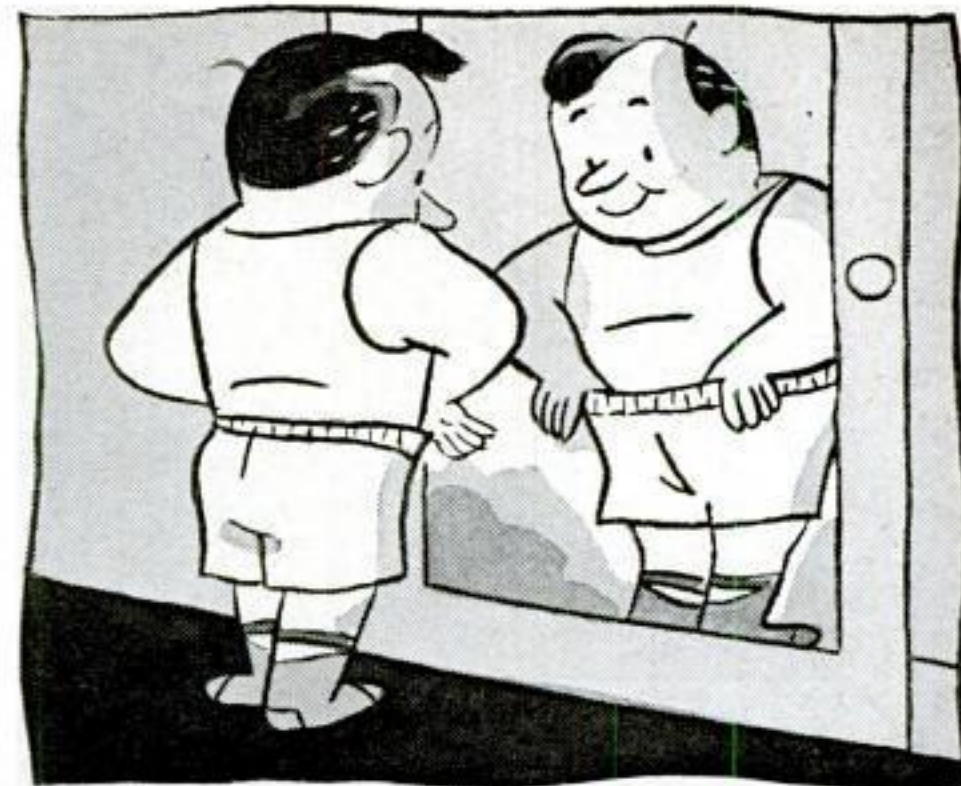


**WEeping LOSER**, tearful Jackie Robinson whose Series performance was generally disappointing, reflects Dodger clubhouse mood after strain of Series.



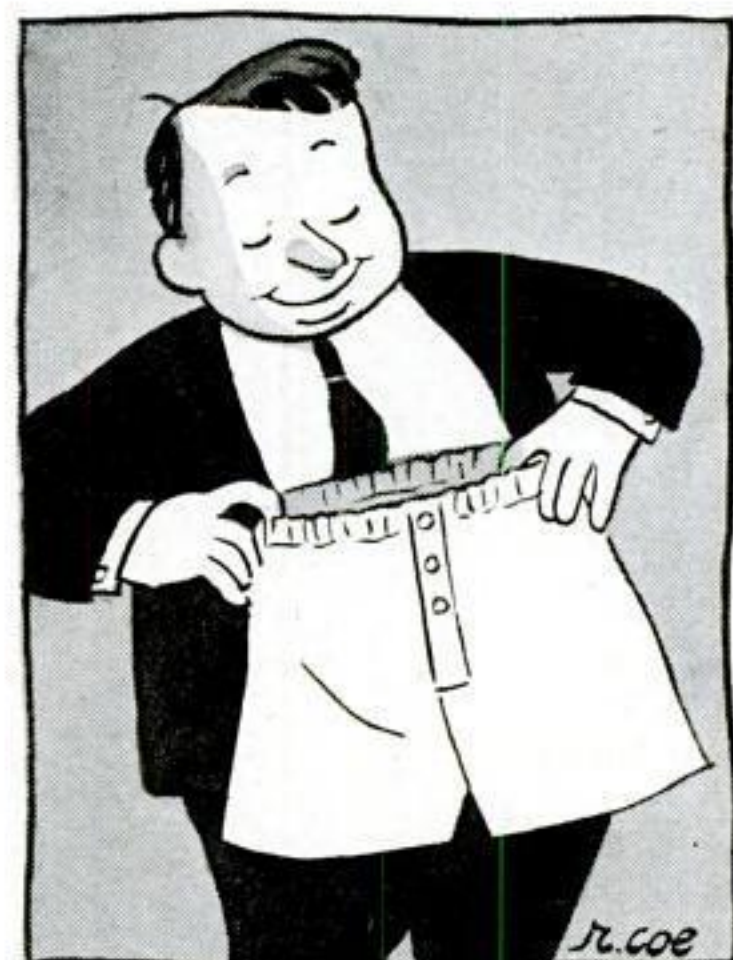
**WINNER'S GRIN** spreads over face of Yankee 20-year-old star Mickey Mantle. A winning player's share was an estimated \$6,100, a loser's, \$4,200.

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**IMPROVED BOXERS**

They **STRETCH**  
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and provide a...



**WAIST OPENING**  
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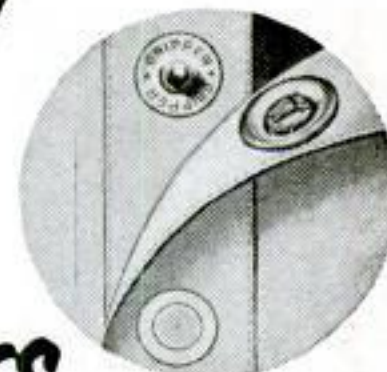
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... but no loss to the holder of a **LEE ROAD HAZARD GUARANTY**

A jay-walking dog... a 6-inch curb. Rather than hurt the pup, you hit the curb... and, chances are, bruise thousands of miles out of that right front tire.

Lucky dog! And if the damaged tire is a Lee Super DeLuxe—lucky driver!

For every Lee Super DeLuxe passenger tire is protected by a *double* guaranty. Covering quality of workmanship and materials for life. Covering road hazard damage of any kind for a full fifteen months. Rim cuts, impact breaks, blow-

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Only an unusual tire could rate this *double guaranty*. Only a very confident manufacturer could safely make it.

Next time you need tires, see your Lee dealer. He is one of more than 19,000 Lee dealers in the United States ready to equip your car with the tires that are good enough to *double* guarantee. Let him show you why Lee Tires give you

*Every Extra—Except Cost*



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**ROBERT MOSES**, father of New York City's park and parkway systems and builder of world-famous Jones Beach, currently heads 11 city and state agencies.

## FROM A MOST INDEPENDENT INDEPENDENT REPUBLICAN:

A famous public administrator explains why he intends to vote for change

by **ROBERT MOSES**

*Elsewhere in this issue LIFE presents for-and-against arguments on the political campaign from the regular party point of view as expressed by President Truman for the Democrats and Senator Robert A. Taft for the Republicans. Here a widely respected public official with a reputation for maverick thinking and blunt speaking explains why, as a Republican independent, he chooses Eisenhower for reasons other than party considerations.*

**B**Y way of preface, so that my comments may be properly weighed, let me say I have never laid eyes on the actual Governor Stevenson, nor have I met General Eisenhower face to face. All I know, as the saying goes, is what I see in the pictures, hear on the radio, read in the press and gather by talk and osmosis. I am by tradition, instinct and temperament an independent Republican, but not a fanatical partisan, and between elections I do not work at it.

It is something of a triumph of our curious election system that the two nominating conventions should have ended so well. It all goes to show that somehow the system works. Unlike "beizbol" our republican form of government was not invented in Russia, nor have the Communists been able to produce the chain reactions which in our political atomic explosions follow the release of the imprisoned sunlight we call democracy.

The Democrats moved toward the center from the left, the Republicans from the right. The Economic Royalists and New Dealers were equally disappointed. We need not argue how close to center by temperament and predilection the two candidates are or which can claim the middle of the road. The riddle is this: How successfully can

one dissociate himself from the radical left and the other from the reactionary right?

Both candidates are first-class men. One knows more about foreign and the other more about domestic affairs. Governor Stevenson is one of the literate political figures of our time and a welcome departure from spellbinders and demagogues. He is, to be sure, a phrasemaker, but a phrasemaker with a conscience. Unfortunately the Governor does not always distinguish between verbal facility and wisecracking. Ordinarily our electorate is not keen on sly and clever raillery. These are dangerous practices. It is not smart to gibe "a change is a change"; first, because most people do not know Gertrude Stein; second, because "a rose is a rose is a rose" was not funny even from Gertrude; and third, because the answer is so pat that a change by any other name would smell as sweet. And relegating General Eisenhower, because he tolerates Senator McCarthy, to the "middle of the gutter" is not good tactics because there are so many decent people who believe the gutter is a place where our domestic Communists are to be found. If the argument is reduced to metaphors, the average voter is likely to say that General Eisenhower may not be so quick on the trigger but knows more about guns than Governor Stevenson and hits the target oftener.

General Eisenhower is both straightforward and diplomatic. As to previous records, if relatively long and heavy responsibility is the measure, the advantage must go to Dwight Eisenhower because for a soldier his executive experience has been exceptionally broad, varied, exacting and extraordinarily successful. Adlai Stevenson's docket, on the other hand, shows only inconspicuous service



**DO PEOPLE SAY YOUR  
PARTIES ARE ALL WET?**



**NEXT TIME SERVE KING  
—IT'S THE BLEND THAT  
TASTES THE BEST!**



**FOR SMOOTHER, Milder,  
LIGHTER DRINKS STEP UP TO  
THE KING OF BLENDS!**

BLENDING WHISKY. THE STRAIGHT WHISKIES IN THIS PRODUCT ARE 4 YEARS OR MORE OLD. 37½% STRAIGHT WHISKIES. 62½% GRAIN NEUTRAL SPIRITS. 86 PROOF. BROWN-FORMAN DISTILLERS CORP. AT LOUISVILLE IN KENTUCKY.

CONTINUED ON NEXT PAGE





## Would you have a leg to stand on...

*if a neighbor broke her leg in your home?*

(A true story based on Company File No. 2L27595)

My wife being in the hospital, one kindly neighbor offered to stay overnight—to take care of our eighteen-month-old baby.

Our "Good Samaritan" got up early the next morning to iron a few things for the child. Her hands full, she started to go downstairs to the kitchen. Then, somehow or other she slipped—maybe she missed a step. And down she went crashing to the bottom.

Her injured back and fractured

leg hospitalized her. Her bills, for ambulance, nurses, physician's care and hospital room totalled \$413.54.

Our Comprehensive Personal Liability Policy in the Hartford Accident and Indemnity Company automatically took care of most of the medical expense, but she demanded additional payment—"damages." My policy took care of that, too. She was satisfied with the settlement and so was I. Except for the policy I'd have had to pay the \$750 myself.

Should someone be injured around your home, whether you own it or rent it, you might be faced with the expense of defending a law suit, and perhaps paying damages. So it's important to carry adequate Liability Insurance protection.

Ask your local agent of the Hartford Accident and Indemnity Company, or your insurance broker, to tell you all the advantages of a Personal Liability policy, and how little it costs.

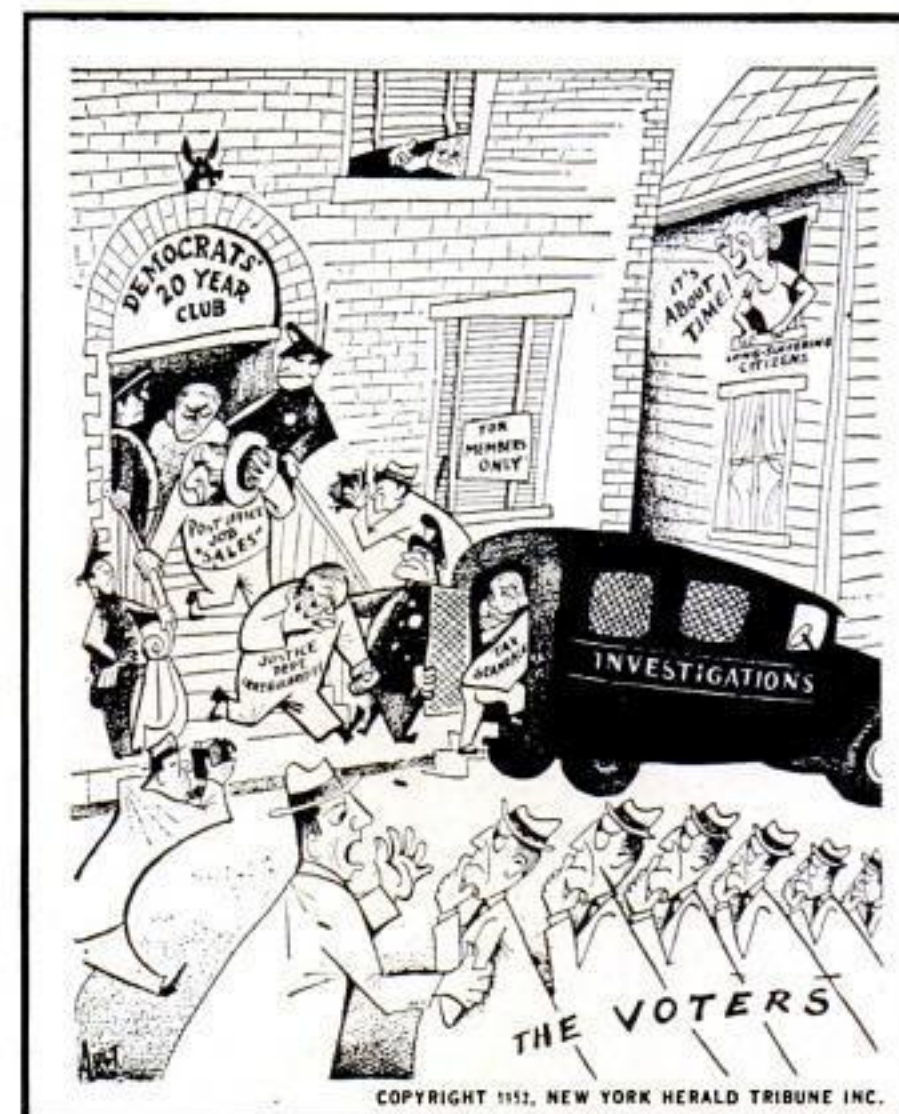
You can get as much as ten thousand dollars in protection for as little as ten dollars a year.

Year in and year out you'll do well with the

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Hartford Live Stock Insurance Company • Hartford 15, Connecticut



AND MORE TO COME!

### ROBERT MOSES CONTINUED

in a number of relatively minor positions, excepting three years of noteworthy but inconclusive service as Governor of Illinois.

The difference between the General and the Governor, as I see it, is one of growth. To use a homely metaphor, the former represents a fruit or vegetable which has ripened slowly on the vine and the latter one picked a little too green and being forced artificially to quick maturity.

Leaving aside the two platforms, which are neither very revealing nor very different and require interpretation to give them meaning, the two candidates promise much the same things. We must therefore look elsewhere for the basis of an honest choice. There is much talk of midnight cramming and tutoring of the candidates as a factor in the outcome of the election. I doubt, however, that the voters will care greatly who learns or memorizes faster. It is not that kind of an examination. Nor will the race turn on charm and affability, since both contenders have these qualities in about the same measure. I have a hunch that the deciding issue will be a transparently simple one which Governor Stevenson cannot meet.

I am for General Eisenhower primarily because he not only promises but is bound to give us an entirely new administration at Washington in place of one which is stale, tired, discredited at home and abroad, incompetent and powerless to restore confidence and meet the challenges of a new day. General Eisenhower *must* change this. He has no alternative, no conceivable motive for doing otherwise, no reason not to clean house, no pulls, attractions, influences, loyalties or obligations tying him to high officials in the government whose public usefulness is manifestly at an end.

I have no illusion that *all* the new faces introduced by the General, if elected, would be transfigured by a passion for service and that *all* his decisions on appointments would be untouched by political considerations. But the faces will be new ones and many will be those of people of genuine ability long excluded from the hope of high position and opportunity. They will not be cynical and disillusioned by 20 years of pull and patronage.

### Stevenson's inheritance

**N**OW as to Governor Stevenson. Can he really clean house, no matter what his intentions? He inherits his party's record, its riveted grip on large areas, its appeals to special groups, its bosses, bureaucrats, camp followers, henchmen and mechanics. How can a candidate enjoy the advantages without accepting the bad pages of the party record and without assuming the obligations and commitments which are supposed to bind the nominee? Nobody likes an ingrate. How can the candidate ditch his friends? Would anyone respect him if he did? If he is suspected of being a cold-blooded intellectual, interested only in principles and without loyalty to people, he will not hold his helpers or his following. If there is even a suspicion that he will repudiate those whose support is indispensable, that support will evaporate overnight.

It is significant that in his speech on Governors Day at the Illinois State Fair, Governor Stevenson said that he liked some

CONTINUED ON PAGE 58



# CONSTIPATION

## What can you do about this Common Physical Complaint?

This child's problem can be anyone's—for constipation is no respecter of age, sex or social standing. If constipation is a problem for you or any member of your family, the few minutes that it will take to read this page may be among the most rewarding you ever spent.

*There's hardly anyone* who isn't sometimes bothered with constipation. Obviously, chronic disorder calls for attention by a physician. But how about occasional complaints? What can you do about these?

According to medical opinion, these simple rules can help most people avoid irregularity.

Remember that improper eating and living habits—inadequate sleep and exercise—can cause you to suffer from irregularity.

Drink plenty of liquids daily—water or juices.

Be sure your diet includes fruits and vegetables.

Try to establish regular bowel habits. Never neglect "nature's call."

Use a laxative when necessary. For those occasions, be sure to have a suitable one on hand in your medicine cabinet.

### WHAT IS A SUITABLE LAXATIVE?

There is a laxative which years of scientific research and clinical experience have proved to be mild, gentle, effective, yet free from the usual objectionable drawbacks. *This laxative is the active ingredient of Ex-Lax.*

The value of a laxative should be judged by what it does NOT do as well as what it DOES do.

Unlike salines, Ex-Lax does *not* carry off fluid and nourishing food with its vitamins and minerals, and it does *not* upset the stomach.

Unlike mineral oil, Ex-Lax does *not* dissolve and carry off certain vitamins. It does *not* interfere with the function of the liver, or cause annoying leakage.

Unlike roughage, Ex-Lax does *not* irritate or pack down in the intestinal tract.

Unlike hydrogels, Ex-Lax does *not* create a sense of fullness, does *not* overload the intestines, or cause blockage.

Unlike most laxatives and cathartics, Ex-Lax is *not* disagreeable to take.

*Ex-Lax presents many other advantages.*

Its action takes place where it should, in the large intestine, not in the stomach.



Ex-Lax is harmless to the kidneys, liver, or any other vital organ of the body.

Ex-Lax is mild and gentle, yet brings thorough and satisfying relief.

Moreover, Ex-Lax is as good-tasting as any piece of chocolate you ever ate. So, naturally, children as well as adults take it willingly.

Its convenient tablet form makes it easy to take—no spoon, no glass, no mixing or measuring.

And it is convenient to carry—nothing to spill, break or leak.

Ex-Lax is used by many doctors in their practice.

### THE TRUE VALUE OF A MEDICINE

The value of a medicine can be measured by the number of people who have used it and the number of years it has been used. That's the *Test of Use*, and the *Test of Time*.

It is reassuring to know that, over the years, more people, young and old, have used Ex-Lax than any other laxative in modern medical history.

**EX-LAX**

THE CHOCOLATED LAXATIVE

**Make this discovery** If you are not already one of the millions who have discovered Ex-Lax, it will be to your advantage to consider carefully its many good qualities. Don't take laxatives indiscriminately. The next time you are bothered with constipation, and need a laxative for thorough, satisfying relief—change to Ex-Lax and notice the change in yourself.

### MEDICAL REFERENCES

Following are just a few of the findings and conclusions reported in authoritative medical literature concerning the laxative which is the active ingredient of Ex-Lax.

Medical textbooks state that the laxative is mild in its action, produces no colic, is pleasant to take and efficient in action. Furthermore, that this laxative produces a result very much like the normal.

Medical literature reports that an accidental overdose, 260 times larger than normal, produced no serious effect whatever in a child.

A leading medical journal reported that 4,500 hospital patients received the laxative without a single case of albuminuria resulting (indicating no kidney affection). In some cases, where albuminuria existed, improvement followed the use of the laxative.

Numerous other pharmacological and clinical observations prove this laxative non-toxic, effective and safe in a wide range of dosage for the normal adult or child.

Reports in the medical literature show that the action is principally on the large intestine, and that none of the organs, such as the kidneys or liver, are in any way affected.

Excerpts from this literature will be gladly sent to physicians and pharmacists. Address Dept. L, Ex-Lax, Inc., Brooklyn 17, N. Y.

Listen to: "THE DOCTOR'S WIFE" Every day, Monday thru Friday on NBC





**No cigarette  
can contain  
a filter**

**this GOOD  
this LONG  
this THIRSTY**

**for nicotine  
and tars!**



You don't have to change your brand of cigarettes to enjoy the protection of filtered smoking. You can filter any cigarette with a Denicotea Holder.

#### HERE ARE THE FACTS

Each Denicotea crystal filter contains *silica gel*, the most efficient filtering material known to science. About four times longer than a filter tip—over twice the extra length of a "long" cigarette—the Denicotea filter traps and absorbs nicotine and tars that would otherwise reach your nose, throat and lungs.

A health measure recommended by many physicians and dentists.

Get your Denicotea Filter Holder today! At stores everywhere.

#### SEE FOR YOURSELF



Before use:

Denicotea crystal filter is pure white.



After use:

Denicotea filter turns black as it absorbs tars and nicotine.

Short or standard models with aluminum ejector \$2.50  
Long model with gold tone ejector \$3.50



**dunhill**

**DE-NICOTEA  
FILTER HOLDER**



#### ROBERT MOSES CONTINUED

Republicans and that he would entrust them with almost anything but public office. He may have been a trifle facetious, but those carefully chosen words must have been music to the ears of present officeholders and hungry leaders of the faithful who have become just a little nervous about the future.

No doubt Governor Stevenson would in a limited sense be his own man. He would not be led around by the nose. He would not condone all that has gone before. He would have some new advisers and doubtless a better cabinet than the present one, but the machine would still be there and the fixers and influence peddlers on the sidelines in Washington would draw a breath of relief, then settle down to the same old influencing and fixing. What our house of government needs is a new set of architects, engineers and builders, not just a change of janitors.

#### Stevenson's mandate

**G**OVERNOR STEVENSON could not control his own party in Congress even if he had a majority in one or both houses. The cleavages in the Democratic ranks are too wide and deep to be filled or bridged merely by electing another Democrat. President Truman is no fool and he could not get Congress to approve most of his program. Does Governor Stevenson really believe he could meet the hopes of the Negroes with Senator Sparkman in the offing? Could he do as much for them as President Truman has stubbornly and courageously tried and failed to do? Could Governor Stevenson satisfy both the Deep South and the northern urban machines on this issue? Could he keep his party's grip on labor, the farmer and big minorities and in the process repudiate the inflationary devices by which Mr. Truman won and held them? Could he go back to States' rights without firing a horde of centralized bureaucrats, and where would he get the authority to fire them? Could he assume a mandate to destroy those who made him?

There are those who say it is silly to ask for change for the sake of change. But that is just exactly what millions want, including independents and many Democrats as well as Republicans. These millions are mortally afraid that a Stevenson victory, no matter how fine a man Stevenson may be potentially, would mean entrenchment of demagoguery and autocracy and the end of periodic healthy competition for the right to govern.

If after, let us say, another eight years it turns out that the Republicans have been in long enough, Governor Stevenson will still be young and available and in the interval there are lots of highly useful public services he can render, for example, in bipartisan U.N. work.

It is indeed high time for a change. That is the ground on which I believe General Eisenhower should take his stand. This campaign is no Republican picnic. It is an uphill fight because the Democratic candidate, if he can hold the South and border states and pick up a very few more, is close to a majority.

It may sound corny, but I believe there is a force at work which defies ordinary arithmetic and the laws of political gravity. It is the innate, sure, canny instinct of the American voter for the real underlying issue. This is the necessity of a complete change of government. And it is in this sign that the General can conquer.



A JOB THAT CALLS FOR POWER



ESTABLISHED BY

*E. H. Taylor & Sons*

## The "Sign" of a Good Whiskey

This signature on the OLD TAYLOR label sets it apart from all other bourbons. For Colonel E. H. Taylor, Jr. was a man of rare genius who in his day made many fine bourbons. But among all the fine Kentucky whiskies he created, he chose only one—OLD TAYLOR—for the honor of bearing his name.

© The Old Taylor Distillery Company, Frankfort, Ky., 1952



## "Sign of a Good Host"

Jockey hitching posts that invited guests to tarry are an old Kentucky tradition. Like OLD TAYLOR—another sign of a good host.

*Signed, Sealed and Delicious*







**Britain** is overnight by air. A businessman can fly to London, spend several days and fly home—in the time it takes to get there by sea! Tons of cargo fly, too; saves on inventory costs, packing, insurance.



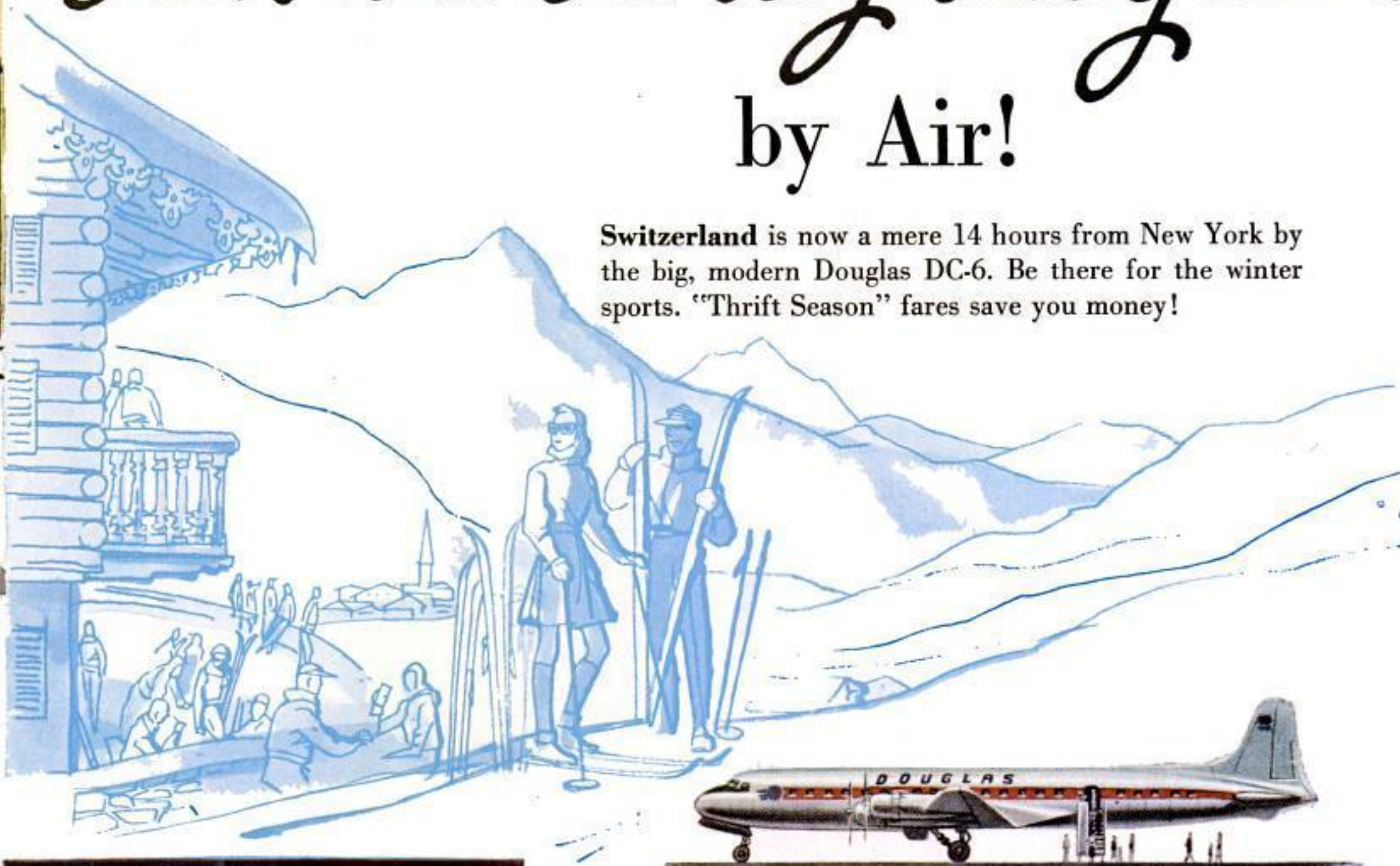
**Peru** is now entering its delightful spring season. Soon it will be summer below the equator—an ideal time to travel. Fly down South America's west coast, return up the east coast. Unforgettable!



**Hawaii** gets regular air service from five west coast cities. And even from the *east* coast, it's less than

a day away! Giant DC-6 airplanes continue on from Hawaii to Australia, the Philippines and India.

# Less than a day away— by Air!



**Switzerland** is now a mere 14 hours from New York by the big, modern Douglas DC-6. Be there for the winter sports. "Thrift Season" fares save you money!



**The Netherlands** can easily be included in your air trip to Europe. Plan on it! . . . For free, expert help in arranging *any* trip, ask any of the airlines listed at the right. Or see a travel agent.

**WORLD'S MOST MODERN AIRPLANE**—Today, 79% of Douglas production is military. But new DC-6's are being built for the airlines, too. The big Douglas DC-6, most modern civilian airplane in the skies today, has carried over 20 million people on these leading airlines of the world:

AA Argentine • AMERICAN U.S. • BCPA Australian New Zealand • BRANIFF U.S.  
CMA Mexican • CONTINENTAL U.S. • \*CPAL Canadian • DELTA U.S.  
\*†FLYING TIGER U.S. • KLM Netherlands • LAI Italian • NATIONAL U.S.  
PAL Philippine • PANAGRA U.S. • PAN AMERICAN U.S. • SABENA Belgian  
SAS Danish Norwegian Swedish • †SLICK U.S. • SWISSAIR Swiss  
\*TAI French • †TRANSOCEAN U.S. • UNITED U.S. • \*WESTERN U.S.  
\*Soon †Air freight

Twice as many people fly  
**DOUGLAS** AS ALL OTHER  
AIRPLANES COMBINED



# An Evening with . . .



**SILLY LILLIE**, warbling about the fairies in her garden, says, "I have a beautiful expression under this fan," and then reveals it with a whoop (*below*).

## . . . Bea Lillie

### SHE OFFERS FULL FEAST OF SKITS AND SONGS

Whenever Beatrice Lillie makes one of her rare appearances on Broadway or TV, audiences complain she gets there too seldom with too little. So last summer she sensibly put together a whole program of her comic skits and songs, made a huge hit touring straw-hat theaters. Now she has brought them to Broadway for a full evening of Lillie—supplemented by Comedian Reginald Gardiner who takes over occasionally with admirable imitations of railroad trains and wallpaper. Once again Miss Lillie kids an unbearably coy lady singing about *Fairies at the Bottom of Our Garden*, or an unbearably glum lady singing a suicidal ditty, *Wind round My Heart*. She so relentlessly punctures human pretense that it is hard to imagine how anybody, after seeing Miss Lillie, would dare put on airs again.





# STOP TRIPLE "O"

...don't let any odor offense come between you!



## STOP BREATH ODOR

Never before—such freedom from all odors due to smoking, eating, drinking—all bad breath!

## STOP BODY ODOR

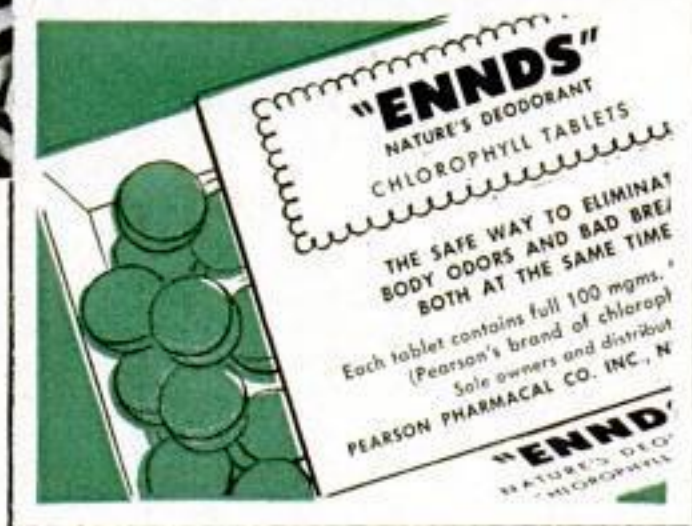
Never before—such freedom from all body odors—even perspiration odors from underarm and whole body.

## STOP other PERSONAL ODORS

Never before—such complete, long-lasting freedom from all personal odor offense!

## HIGH POTENCY "ENNDS"

more effective than other chlorophyll products—act faster, longer, more thoroughly to stop all odor offense all day!



YOU READ in Reader's Digest how chlorophyll, Nature's most effective deodorant, has miraculous power to stop odors of breath and body both at once!

Now, here's even greater news! America's most popular chlorophyll tablets, high potency "ENNDS", have power to protect you from all three forms of odor offense (breath, body and other personal odors)...faster, longer, more completely than ever before possible!

Protect you from TRIPLE "O" all day!

Yes, high potency "ENNDS" go to work at once...are so effective that just one or two tablets stop TRIPLE "O" for all day!

You see, "ENNDS" are made from a more potent form of chlorophyll that acts faster, longer, more thoroughly throughout your system than other chlorophyll products. High potency "ENNDS" tablets are triple effective.

High potency "ENNDS" stop not only breath and perspiration odors. They

act internally even to check odors of "difficult days" and other personal odors. They keep you fresh as a daisy... from head to toe!

"ENNDS" are guaranteed to stop TRIPLE "O"...or money back! You wouldn't expect to get such complete protection from other deodorants that act only on the surface or in the mouth—or from chlorophyll products that do not contain enough chlorophyll!

High potency "ENNDS"\* Chlorophyll Tablets are completely safe—pleasant tasting! At drug counters everywhere.

Over 90% stopped TRIPLE "O" in clinical test. Scientific odor test...with hundreds of examinations of factory and office workers proved that "ENNDS" stopped Triple "O" worries as never before possible! You see, high potency "ENNDS" act inside body (where odors start) to destroy all personal odors...keep you safe from offending always!

\*"ENNDS" contain "Darotol," Pearson's special brand of high potency chlorophyllins



Trial Size—49¢ • Pocket Size—\$1.25 • Economy Size—\$2.75 • Hospital Size—\$12.50  
Also available in Canada

# "ENNDS"

CHLOROPHYLL TABLETS

LILLIE CONTINUED



SASSY MAID of a London lady is gleefully enacted by Lillie. She tries on her mistress' best hats, ignores the doorbells (below) and amid all the concomitant madness screams, "Heaven help the master on a night like this."



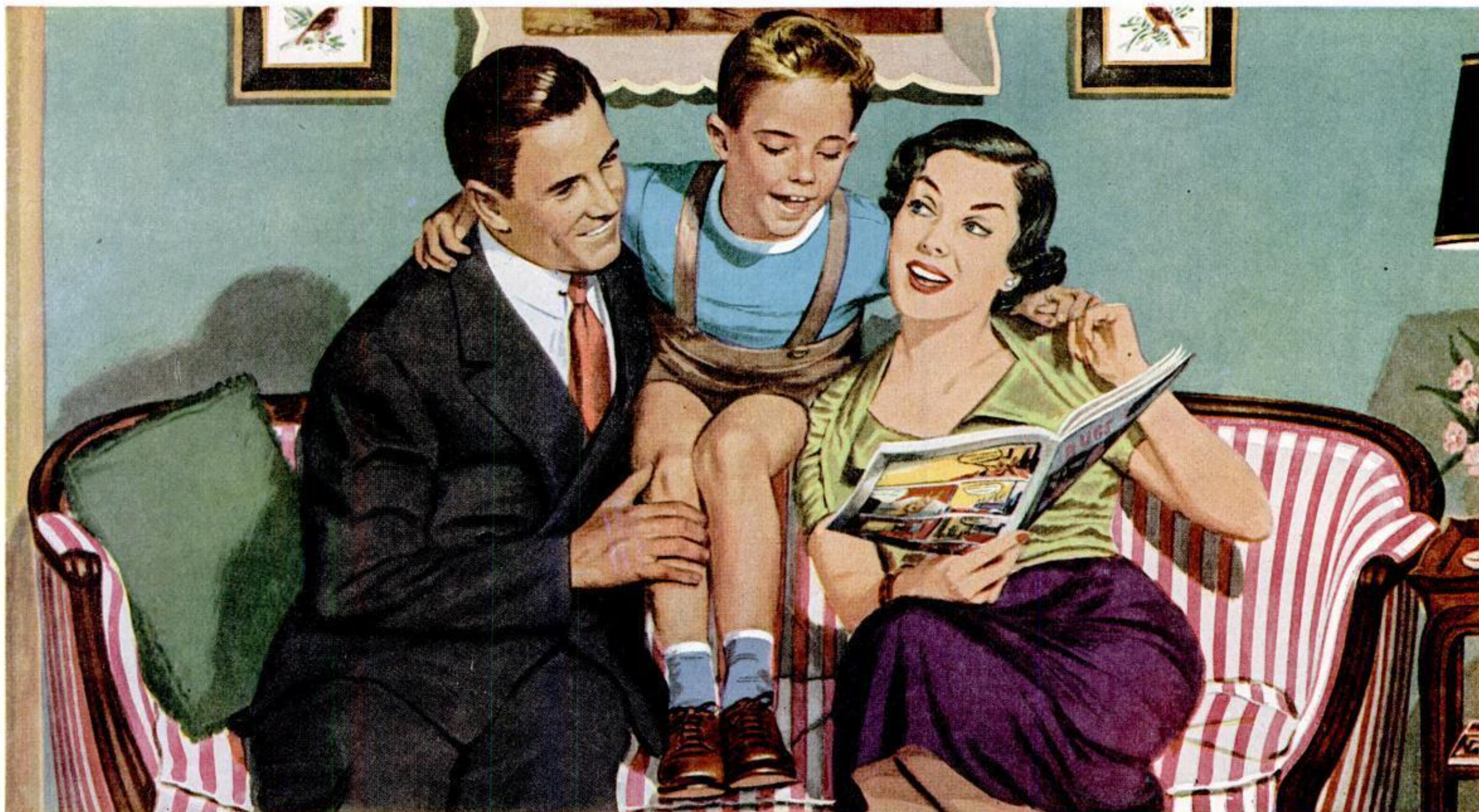
LOVESICK LADY gets a thorough going-over from Lillie who sings a sober popular song, *Please Be Kind*, almost chokes herself with her scarf and winds up with a woe-begone, "If you leave me, dear, my heart will lose its mind."



CONTINUED ON PAGE 66



# We're Junior's SOLE heirs



## We got the idea from him

When we saw NEOLITE Soles last twice as long on Junior's rough-and-ready feet, we knew that here was something pretty special. Next time we bought new shoes for ourselves, we asked about NEOLITE—and now we're sold for keeps!



## INSIST ON GENUINE NEOLITE

*The name is always  
plainly marked  
on the sole*

## Slipper Comfort, Super Wear

NEOLITE Soles need no breaking-in! They're firm, flexible, easy-going from the start! And NEOLITE Soles have set a new standard for long, long wear! Non-skid . . . won't mark floors . . . NEOLITE is the perfect sole for every type of shoe for every member of the family. Step on it!

*Don't miss the Goodyear TV Playhouse — every other Sunday, NBC-TV Network.*



## Fashion-right, they'll stay right

This miracle sole—so light, so firm—adds a new daintiness at the arch, helps your shoes keep their peak-of-fashion appearance! And NEOLITE is damp-proof—keeps wet weather from harming the shape of your shoes!

# NEOLITE

NEOLITE, AN ELASTOMER-RESIN BLEND, T. M.—THE GOODYEAR TIRE & RUBBER COMPANY, AKRON, OHIO

# SOLES

Make any shoe a better shoe—any repair job a better job!



# THIS



THIS IS THE **"SNORKEL"**

As though by magic, this tube drinks the ink with siphon action...takes the "dunk" out of pen filling.



# IS NEW!

Sheaffer's

TM\*



## "SNORKEL"

Not a "warmed-over" filling device—not a different twist on an old idea, but a completely new invention! For the first time, Sheaffer's "SNORKEL" separates the two vital functions of a fountain pen—filling and writing. That is the way "SNORKEL" eliminates the problem of filling a pen through the point—the real cause of most fountain pen troubles.

Now with "SNORKEL" it's all different! As though by magic the "SNORKEL" tube automatically reaches out and drinks the ink with siphon action. Your pen fills brim-full without

dunking the point—never even needs wiping. Then the "SNORKEL" retracts back into the pen, automatically preventing leakage.

And because the point is not used for filling... because the point is used only for writing... it writes better... so much better you'll certainly want to try this outstanding new pen yourself!

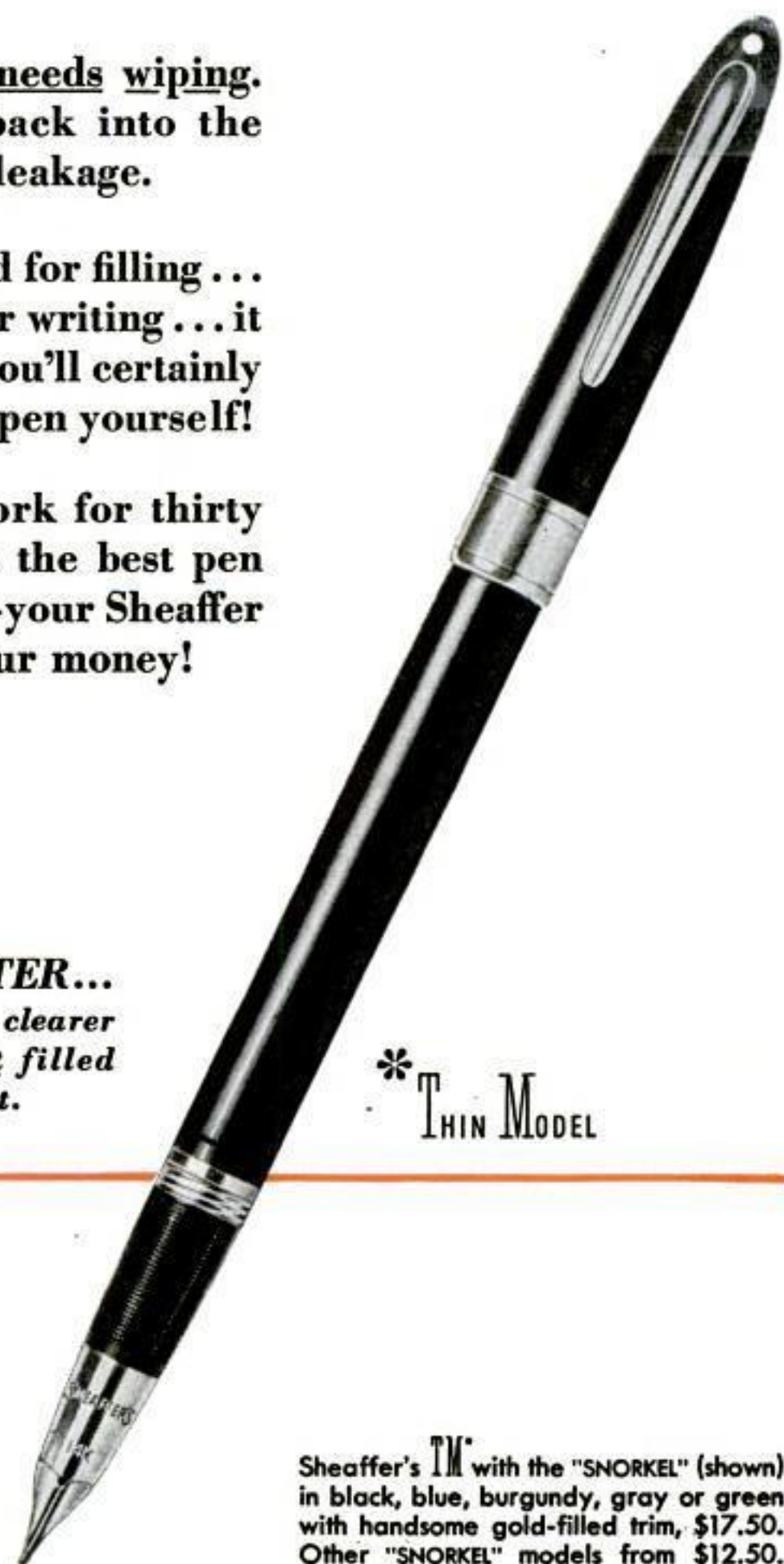
Give it a real trial! Put it to work for thirty days. If you do not say "This is the best pen I ever used, regardless of price"—your Sheaffer dealer will cheerfully refund your money!



**FILLS BETTER...**  
fuller, quicker, cleaner  
because it is not filled  
through the point.



**WRITES BETTER...**  
smoother, easier, clearer  
because it is not filled  
through the point.



\*THIN MODEL

**SHEAFFER'S**  
WHITE DOT OF DISTINCTION

Sheaffer's TM with the "SNORKEL" (shown) in black, blue, burgundy, gray or green with handsome gold-filled trim, \$17.50. Other "SNORKEL" models from \$12.50.



Outlaw your old stove  
during the Old Range Round-Up!

# Magic Chef

## Golden Jubilee Gas Ranges



Turn that tired old stove out to pasture and rope yourself a purty-as-a-western-sunset *Magic Chef*. The new back panel gleams golden like a hand-rubbed nugget. Automatic controls, easy-to-clean features make it the helpin'est chow hand a gal ever had! Look over the herd: you'll pick *Magic Chef*, the best brand on any range!

All *Magic Chef* gas ranges operate on city, "Pyrofax" or other bottled and tank gases.



*Magic Chef, INC., ST. LOUIS 10, MO.*



You'll be at home on the range too, with all these exclusive features:



**RED WHEEL REGULATOR**

Accurate oven temperatures with "Fenosil," exclusive new oven heat control fluid.



**SWING OUT BROILER**

Door protects from spatters. No bendin' and no stoopin'! Lifts out for easy cleaning



**ONE PIECE TOP BURNER**

Burners lift out in one piece. Smooth porcelain enamel, that washes easy as a dish.

more women cook on *Magic Chef* than on any other range

LILLIE CONTINUED



"DID YOU RING, MA'AM?" inquires Lillie, in one of her classic imitations of maids. "Then stop it," she snaps.



FACTS OF LIFE are explained by Reginald Gardiner as a bumbling Englishman to his son, acted by Lillie. Father starts out, "It's time I told you about certain things. . . . You mustn't think of it as a vice; in a way it's rather nice." As he talks on and on, saying nothing, Lillie eyes him coldly and occasionally mutters, "I see." Then she ends up with, "Does mother know?"





"LOOKING OVER THE VACATION TROPHIES," by Douglass Crockwell. Number 74 in the series "Home Life in America."

In this friendly, freedom-loving land  
of ours—*beer belongs... enjoy it!*

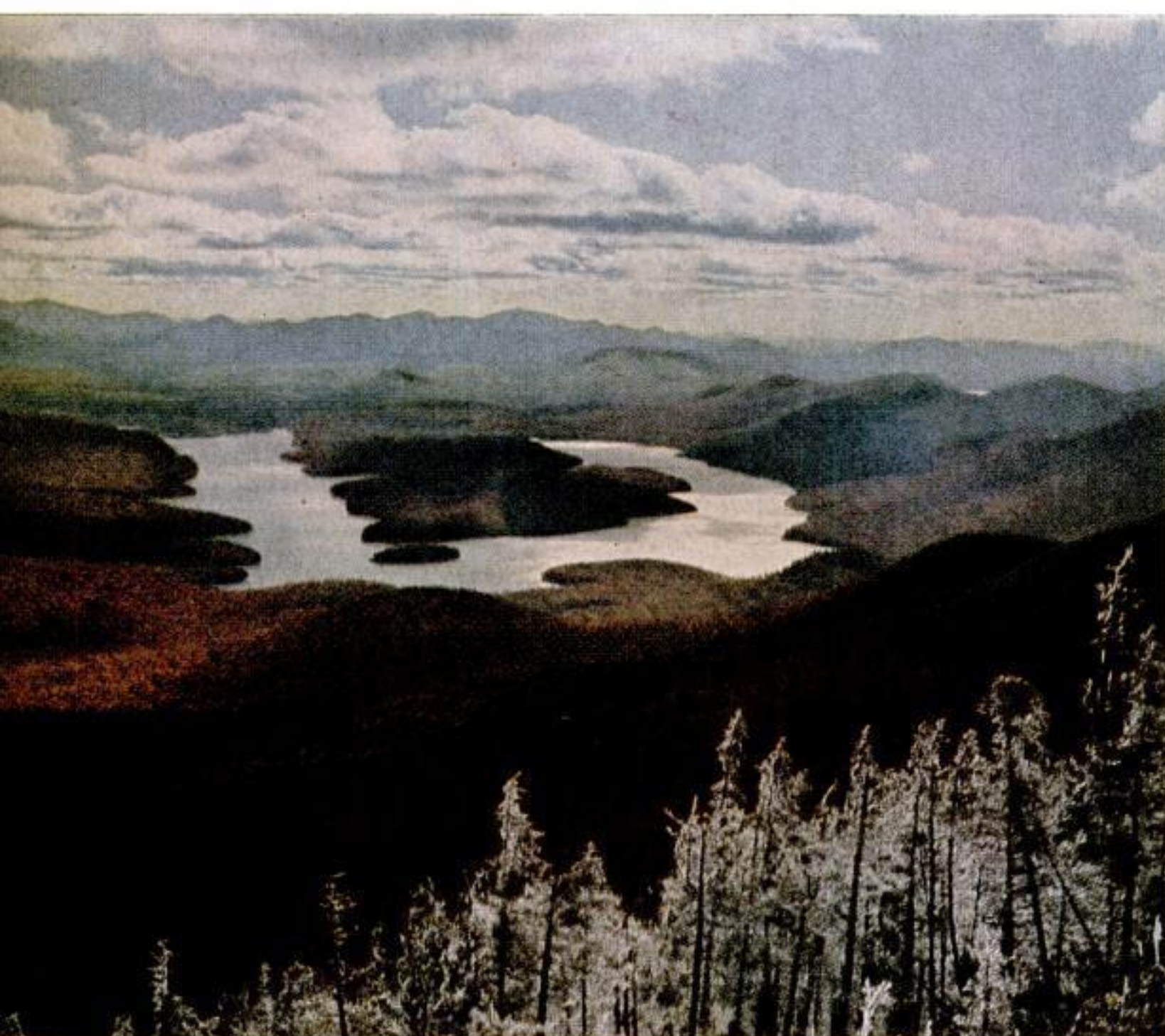


*Beer and ale—  
mealttime favorites*

**AMERICA'S BEVERAGE OF MODERATION**  
Sponsored by the United States Brewers Foundation...Chartered 1862







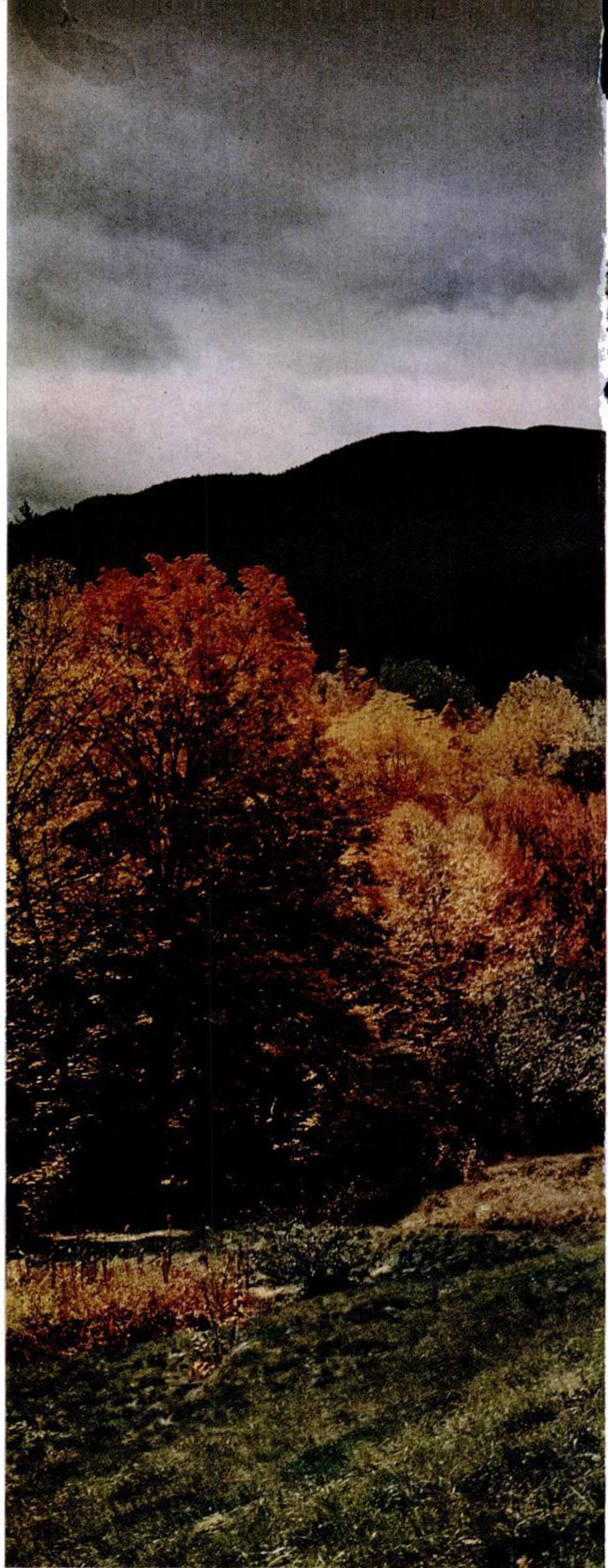
**LAKE PLACID**, winter resort center of the Adirondacks, is ringed by mountains decked with fall foliage. Spruces (*foreground*) are coated with ice, not frost.

# The Adirondacks In Autumn Glory

**THIS IS WHY ITS RESIDENTS CLAIM  
ESSEX IS 'THE LOVELIEST COUNTY'**

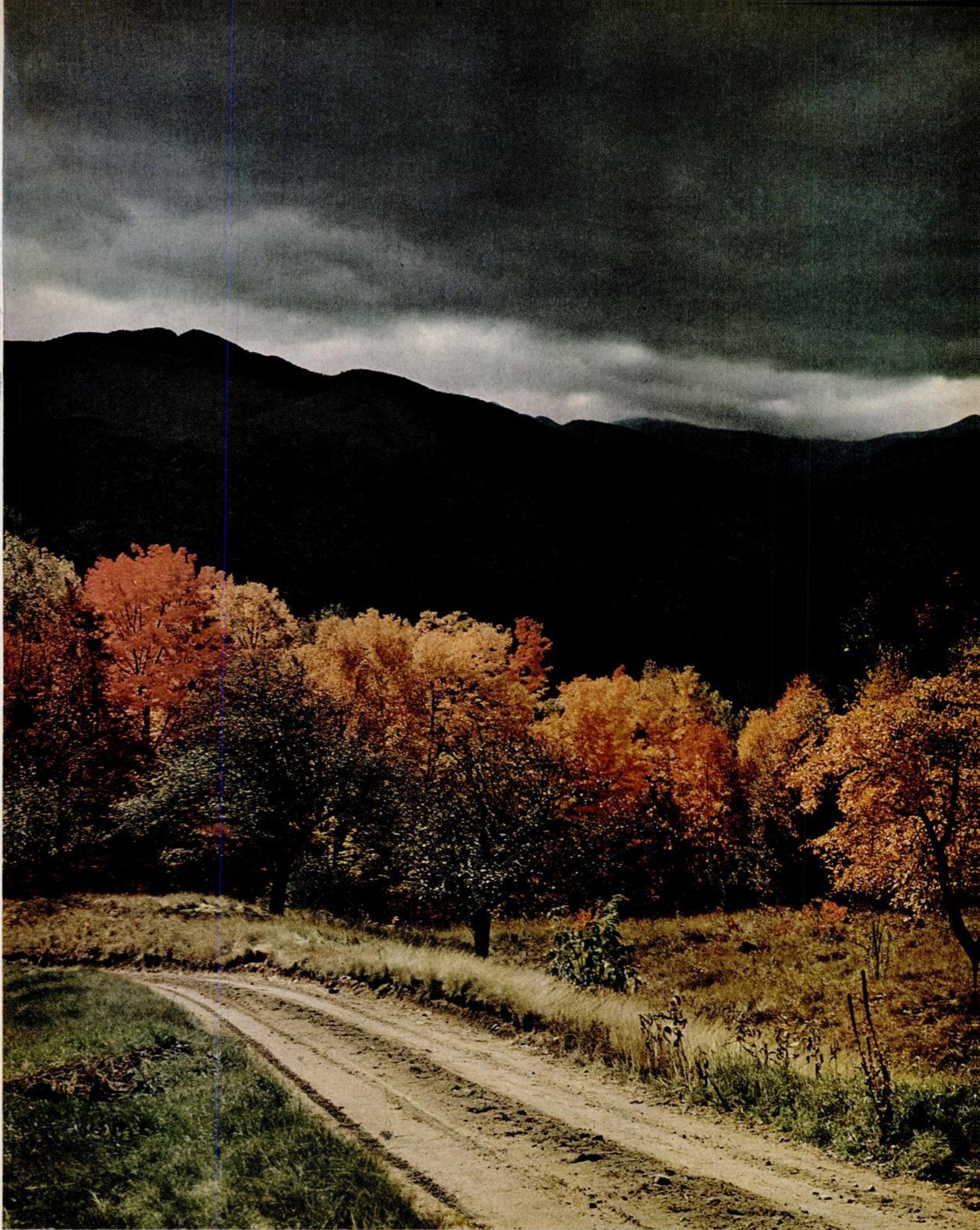
PHOTOGRAPHED FOR LIFE BY ANDREAS FEININGER

The people who live in New York's Essex County claim that it is the loveliest county in the state—and perhaps in the whole country. Bordered by Lake Champlain and split by the highest peaks of the Adirondacks, Essex County is in its greatest glory in autumn, when the bands of trees—maple, oak, birch, spruce, pine—interlace their colors across the hillsides and down the valleys. No civilization can spoil its wilderness, for half the county is state-owned land. And no weather can dull its brightness, for it has equal beauty in sunshine, under cloudy skies or in the still light of evening. During the height of the color sudden storms occasionally whiten the hills with snow or coat the evergreens with ice, but warm days and cool nights preserve the vitality of the trees. Thus autumn splendor lasts a long time in Essex, firing the tips of Haystack and Whiteface mountains in early September, then burning its way down the mountainsides week by week until at last it comes to rest in the final days of October—a lingering glow on the shores of the rivers and along the rims of the lakes.



**A BAND OF SUGAR MAPLES** stands tall above the smaller trees of an apple orchard in the Keene Valley west of Elizabethtown. The orchard is part of the





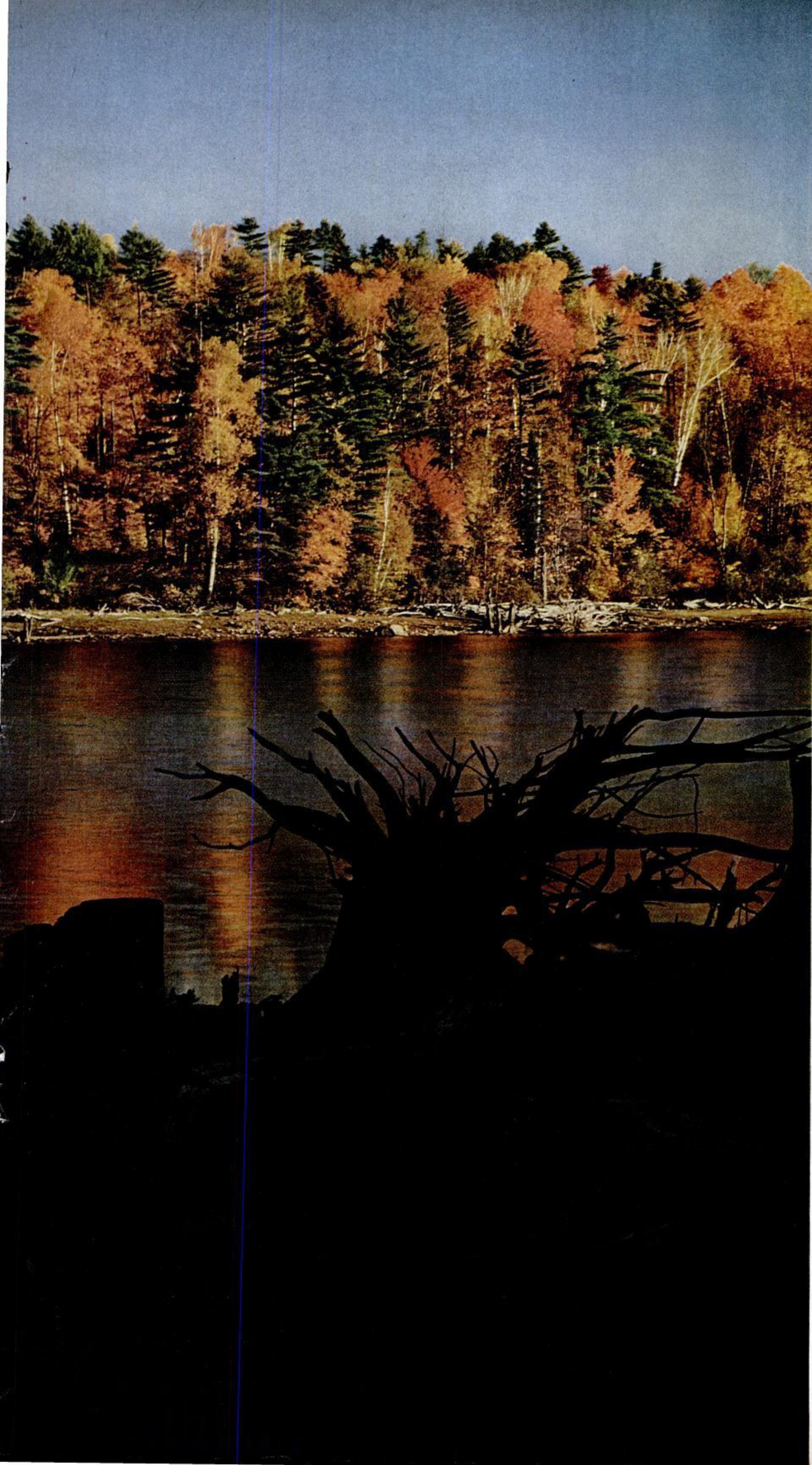
old Beede Farm which was started by early settlers. Though the autumn foliage is at its peak here in the valley, the color is already beginning to fade from the

shallow cleft of Upper and Lower Wolf Jaw mountains (*center, background*) and from the lower, closer ridges of Hedgehog, Snow and Rooster Comb mountains.









**FALL SHORE LINE** is a solid mass of pine, birch, oak and maple reflected in the twilight waters of Lincoln Pond. The decaying trees and torn stumps in the foreground are the twisted remains of a former swamp.

CONTINUED ON NEXT PAGE





**YELLOW MAPLES** spread their branches over low-growing juniper bushes in pasture lands on the eastern slope of Limekiln Mountain, a 2,900-foot peak that looks out across Champlain to Vermont.

**RED MAPLE** on Artist Rockwell Kent's Asgaard Farm in the eastern foothills of the Adirondacks almost blots out the sky with its wine-colored leaves—the richest, brightest foliage that autumn brings.







# DISCRIMINATING PEOPLE PREFER HERBERT TAREYTON



MISS ELIZABETH CROMWELL BOSLEY, noted horsewoman and popular socialite of Maryland's Eastern Shore. Discriminating in her choice of cigarettes, Miss Bosley says: "Like so many of my friends, I prefer mild, cork-tipped Herbert Tareyton."

Discriminating people prefer Herbert Tareyton. They appreciate the kind of smoking that only fine tobacco and a genuine cork tip can give. The cork tip doesn't stick to the lips . . . it's clean and firm. And discriminating people prefer Herbert Tareyton because their modern size not only means a longer, cooler smoke, but that extra measure of fine tobacco makes Herbert Tareyton today's most unusual cigarette value.



T H E R E ' S     S O M E T H I N G     A B O U T     T H E M     Y O U ' L L     L I K E

Copr., The American Tobacco Company



## INCENTIVES HELP INSANE

Candy given for solving puzzles  
brings patients back to reality

The deathly still, rigid victim of catatonic schizophrenia, his mind so withdrawn from reality that he no longer speaks nor appears to recognize anything around him, has always been a baffling problem for those who care for him. Before they can treat his deluded mind, they must break through to his consciousness. Electric shock and insulin injections may jar him back to awareness, but his return is usually temporary. The long-sought key to unlocking his paralyzing tensions may be a simple treatment devised by Psychologist Henry Peters at a veterans' hospital in North Little Rock, Ark. which uses candy to reward logical behavior.

Peters' method is based upon the maxim, "Nothing succeeds like success." Since schizophrenia is thought to be caused by repeated frustrations that finally crush the victim's spirit and muddle his mind, Peters gives the schizophrenics simple puzzles which even they can solve and rewards them with candy when they succeed. To insure that they will crave candy, they are given insulin shots. The easiest puzzle (*next page*) is a hollow tube with a chunk of fudge in it and sticks to poke it out. At first Peters may have to help the patient do the trick, but after he is exposed to success a few times, he learns to do it himself. Then gradually he is advanced to more difficult puzzles. As his confidence grows, he usually starts talking again. Two of Peters' first 10 patients have improved so much that they may go outside the hospital and a third was sent back to his home.

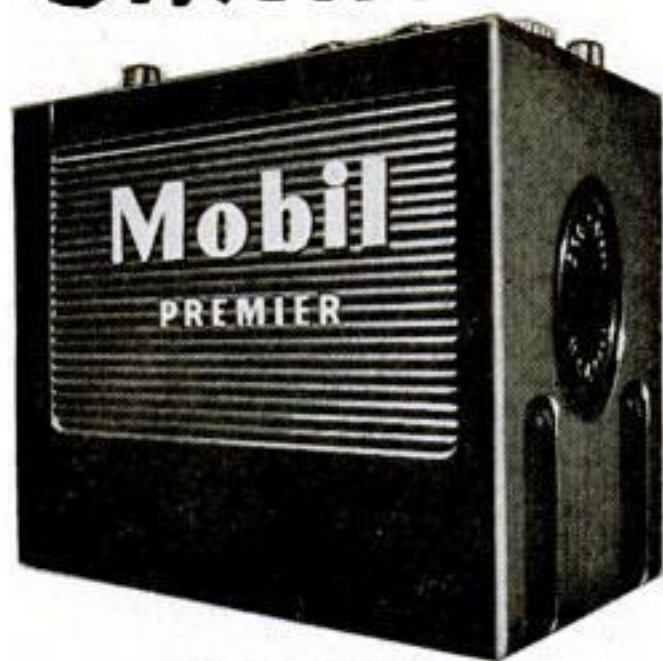
**MUTE AND IMMOVABLE**, a schizophrenic sits woodenly in same position he has held for an hour.







**STAYS**  
**34%**  
**STRONGER!**



**LASTS**  
**14%**  
**LONGER!**  
**Mobil**  
**"210"**  
**BATTERY**

● Get this long-lasting Mobil Battery. Handles your car's heavier electrical loads *with ease*. Ask for the Mobil "210" Battery! Costs no more.

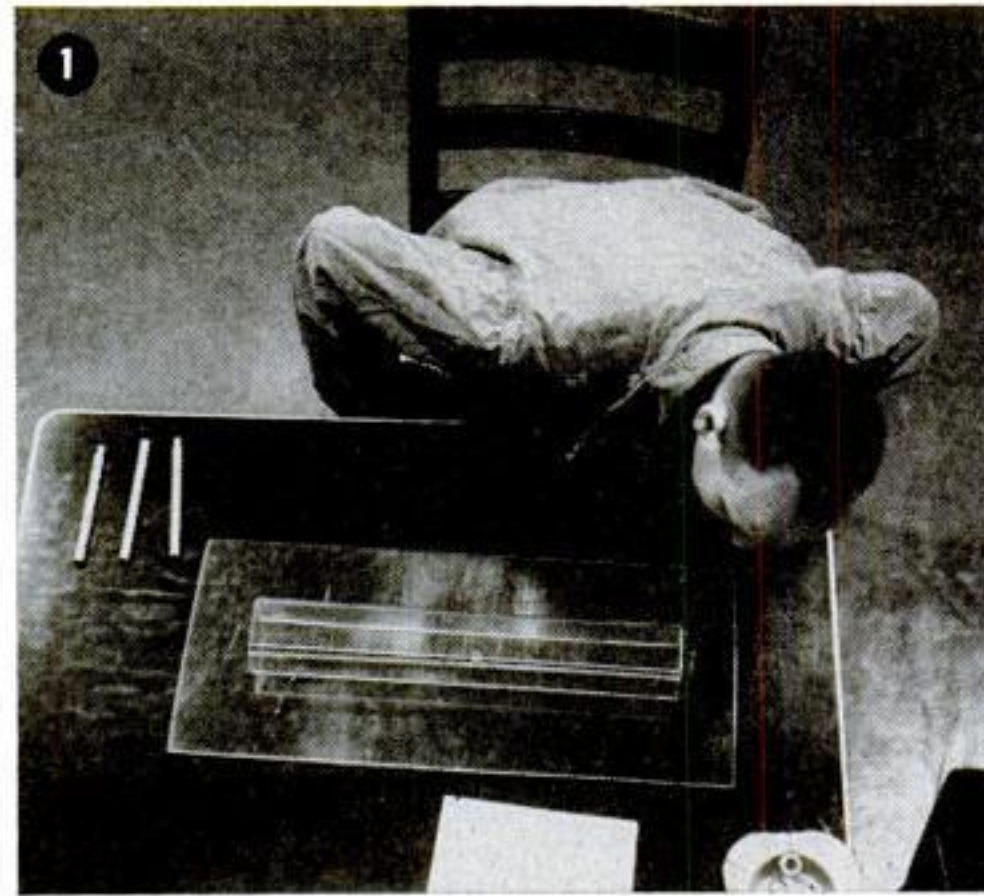
**See Your**  
**Mobilgas Dealer**



SOCONY-VACUUM  
OIL COMPANY, INC.  
and Affiliates:  
MAGNOLIA  
PETROLEUM CO.,  
GENERAL  
PETROLEUM CORP.

Incentives Help Insane CONTINUED

## PATIENT LEARNS TO USE STICKS TO GET PIECES OF FUDGE



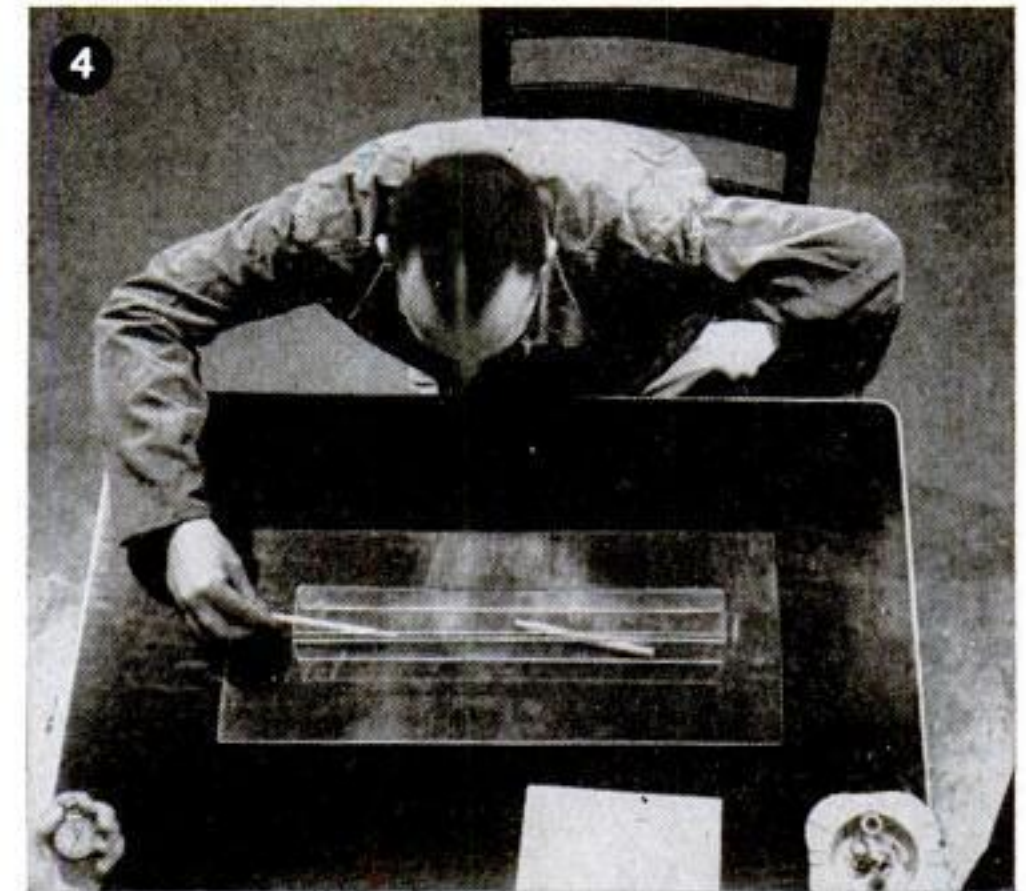
1 STARTING TEST, PATIENT PEEKS AT FUDGE IN TUBE



2 THEN HE PICKS UP THE TUBE, DUMPS OUT THE FUDGE



3 TO GET SECOND PIECE, HE IS TOLD TO USE THE STICK



4 IT DOES NOT COME OUT; HE POKES WITH OTHER STICK



5 FAILING TO REACH IT, HE TRIES OTHER END, GETS IT



6 FOR THIRD PIECE HE JOINS STICKS, GETS LONG ONE



7 WITH THIS HE DISLODGES FUDGE IN ONE OPERATION



8 HAVING MASTERED THE PUZZLE, HE EATS THE CANDY

[CONTINUED ON PAGE 79](#)





The French Provincial...\$189.00



The Country Club...\$98.50



The Continental...\$139.00



The Planter...\$169.00

LOOK FOR  
THIS SIGN AT  
YOUR DEALERS  
ADVERTISED IN  
**LIFE**

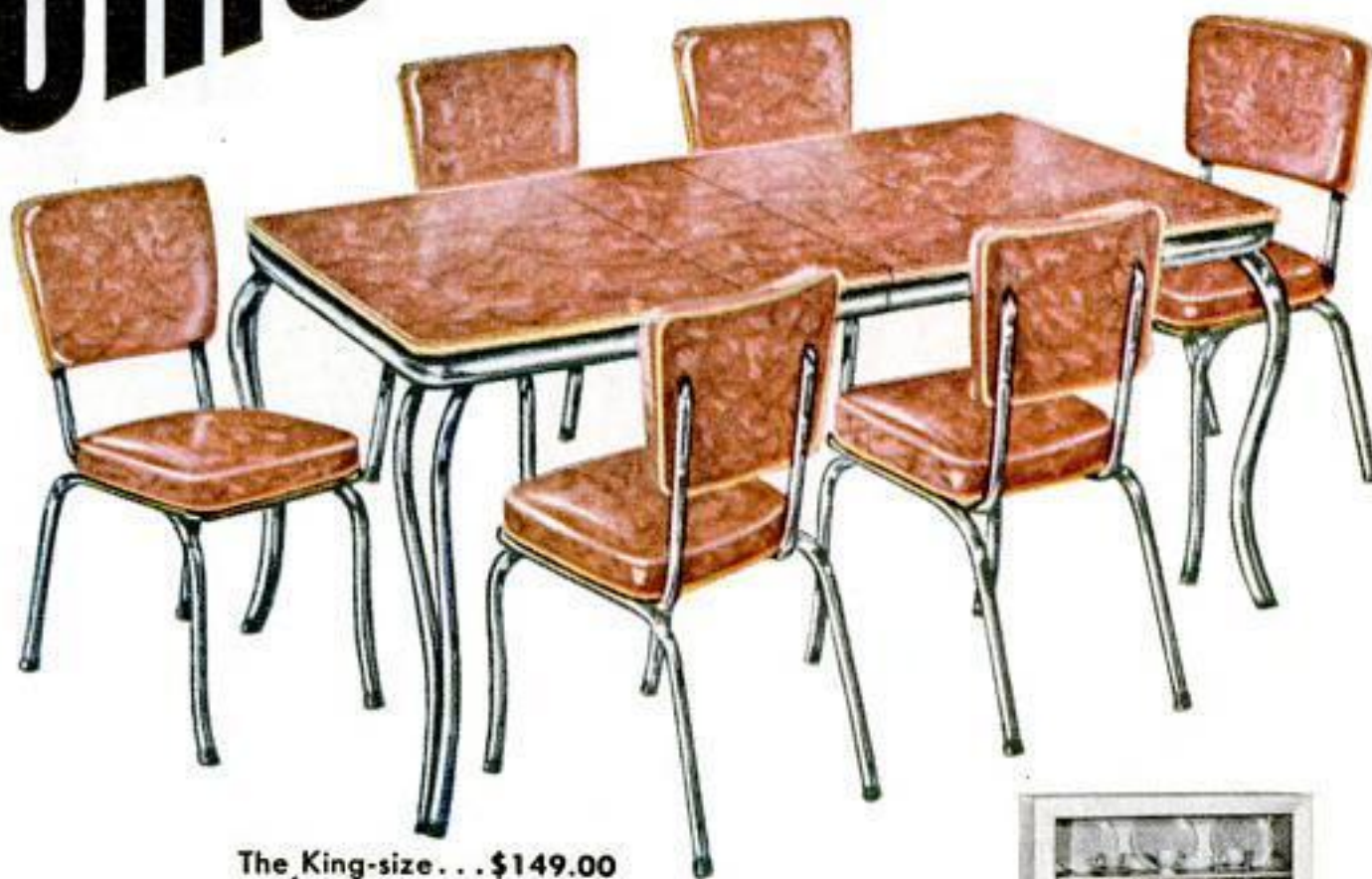
**on sale now!**  
**new Kuehne Khrome dinettes**

**Kuehne—and only Kuehne  
has all these features:**

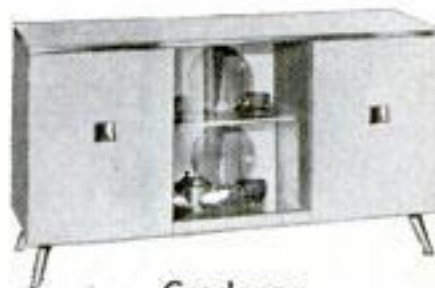
- Glistening, mirror-finish Kuehne Khrome defies wear!
- Colorful plastic table tops resist heat, stains, scratches!
- Smooth, durable Vinyl plastic upholstery in perfectly matching shades!
- A swish of a damp cloth keeps everything sparkling as the day you bought it!

Look at all the glamorous new Kuehne Khrome Dinettes on this page. Now, close your eyes and picture the one you like in *your* home! Today, you can make this dream a reality, thanks to your favorite furniture retailer. He's featuring a special sale of Kuehne Khrome Dinettes at spectacular money-saving values... *and* on terms to suit your convenience. Hurry in and see why Kuehne is the undisputed leader in colorful, beautifully styled Chrome Dinettes!

OTHER KUEHNE KHROME DINETTES ARE PRICED FROM  
\$59.50 to \$198.50



The King-size...\$149.00  
(Table and four chairs)



Credenza



Buffet



Buffet with Hutch Top

To complete your room, see Kuehne's smart modern Buffets, Credenzas and Chinas that exactly match every Kuehne Khrome Dinette.

**Kuehne**

(say Kee-nee)

MANUFACTURING CO., MATTOON, ILLINOIS

Prices slightly higher in some sections of the country.





## *Around the world in 40 minutes*

In thousands of schools today large groups of students are traveling to the farthest corners of the earth in the course of a single classroom period. The group rate is the cost of an inexpensive LIFE filmstrip, good for an unlimited number of journeys.

North, south, east and west, important chapters in the world's history, both past and present, are constantly being recorded by LIFE's photographers, and many of these unique picture stories are, in turn, being made into filmstrips. The 23 titles released so far cover a broad range of subjects; the ever-widening area of their use, from Burma to Saskatchewan, testifies to the universality of their appeal. A school in South Africa is studying the American Indian from LIFE's filmstrip "The Navajos." Danish children are learning about the Periclean age in Greece from "Athens." Unknown civilizations in faraway lands are becoming more real to students everywhere through these vivid LIFE stories. Today, the smallest schoolroom in the most remote district of Texas is only a few minutes away from turbulent scenes in Iran, from the splendor of Michelangelo's frescoes in the Sistine Chapel, or the great complex of traffic and shipping that has made the Port of New York the world's busiest harbor.

With more and more emphasis being placed on the educational value of visual images, it is wise to consider the quality of the pictures used. LIFE pictures need no special introduction, and they are the substance of LIFE filmstrips.

*For a descriptive folder listing current titles, prices and forthcoming releases, write to:*

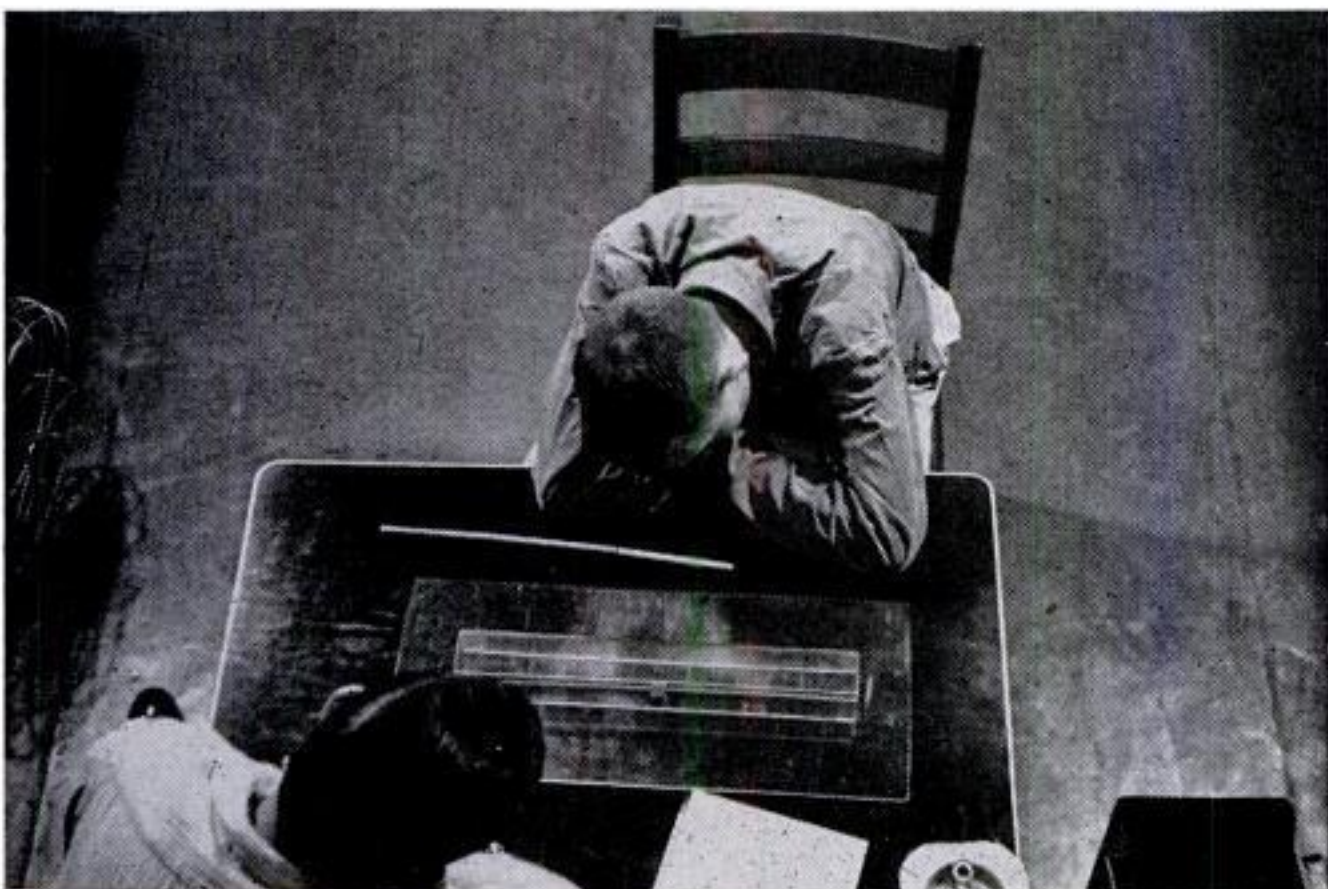
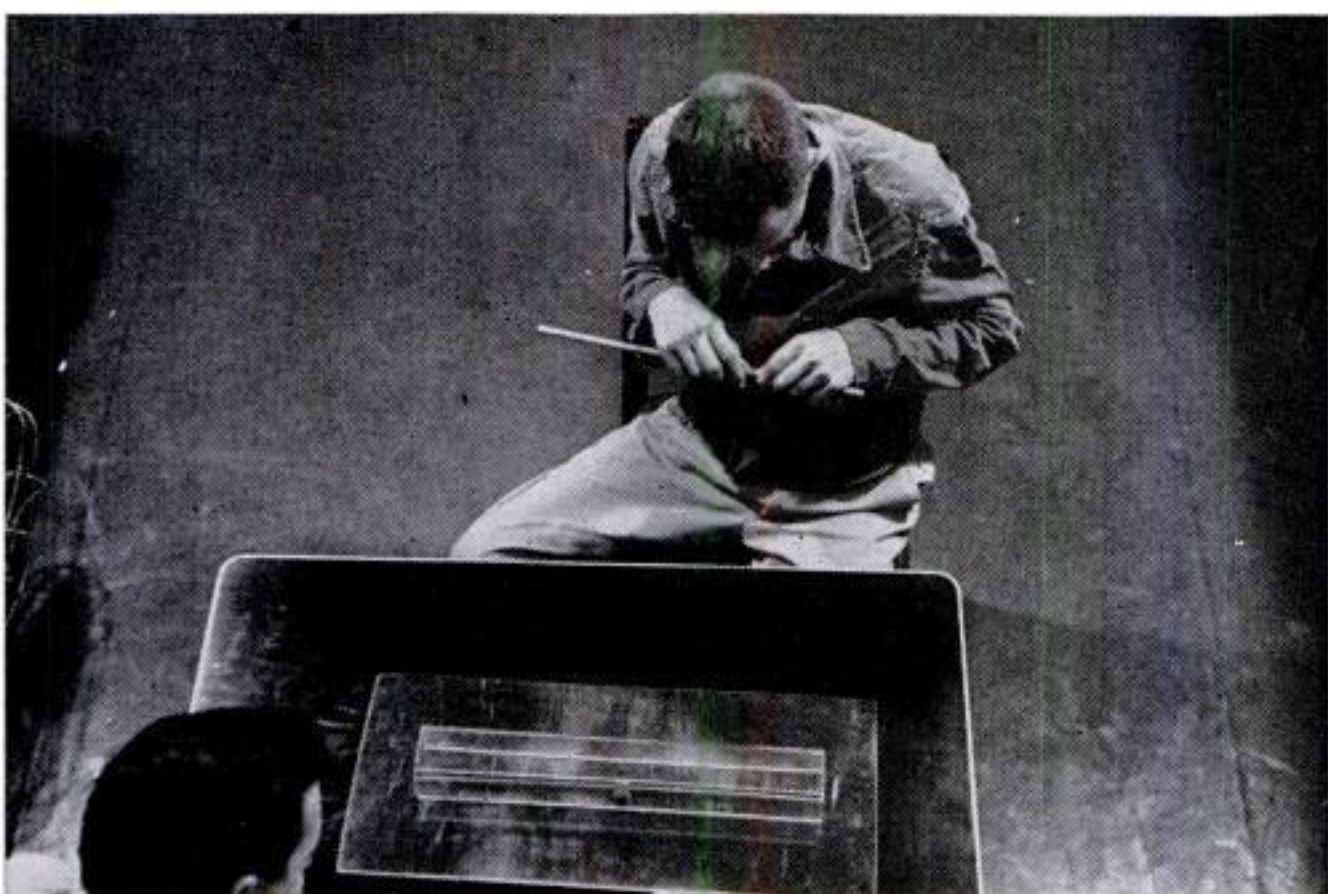
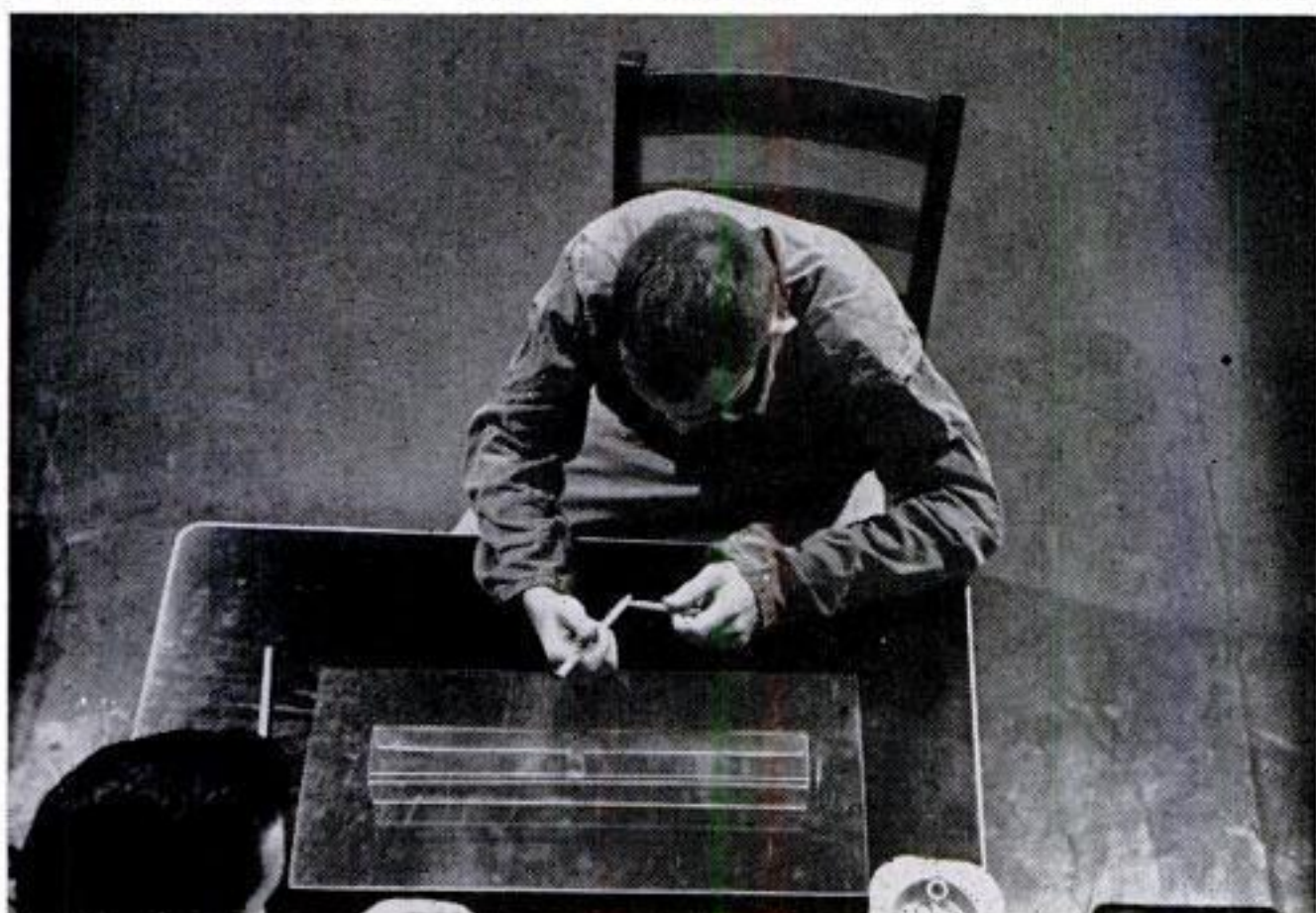


*filmstrips*

9 Rockefeller Plaza New York 20



## FOR SOME, THE TEST IS TOO HARD



**WITHDRAWN PATIENT** in fudge test plays aimlessly with a pair of sticks (*top*), unable to understand what he is supposed to do. He gives up, puts head down on the table. With instructor's help he finally manages to put all three sticks together. Then, still confused, he collapses in despair.

CONTINUED ON NEXT PAGE

*Dickies* are the  
WORK CLOTHES  
to  
**FIT YOU . . .  
FIT YOUR JOB**



**Dickies**  
SHIRTS & PANTS

fully Sanforized



LOOK RIGHT



FIT RIGHT



WEAR RIGHT

...for America's  
**MEN OF  
PRODUCTION**

**PROPERLY DESIGNED FOR YOUR BUILD . . .**

Three sleeve and tail lengths for each neck size.  
Graduated pants "rise" and inseam lengths.

**POCKETS A FULL FOOT DEEP . . .**

Dickies pants pockets are made of Sanforized  
boatsail drill

**EXCLUSIVE EASY-ALTER-OUTLET . . .**

For "in-between" waist sizes, DICKIES pants let-  
out 1½ inches without alteration cost.

**COMFORTABLE, EASY-IRONING WAISTBAND . . .**

Inside, Dickies waistband lining is Sanforized  
boatsail. Outside, wide tunnel belt loops.

**LONG-WEARING FABRIC AND CONSTRUCTION**

Dickies, in all popular colors, are Safety-Stitched  
and Wear-N-Forced at all strain points.

*Proudly sold — Proudly worn — in 48 States*

Write for name of nearest DICKIES dealer

509 West Vickery

**Dickies**

Fort Worth 1, Texas

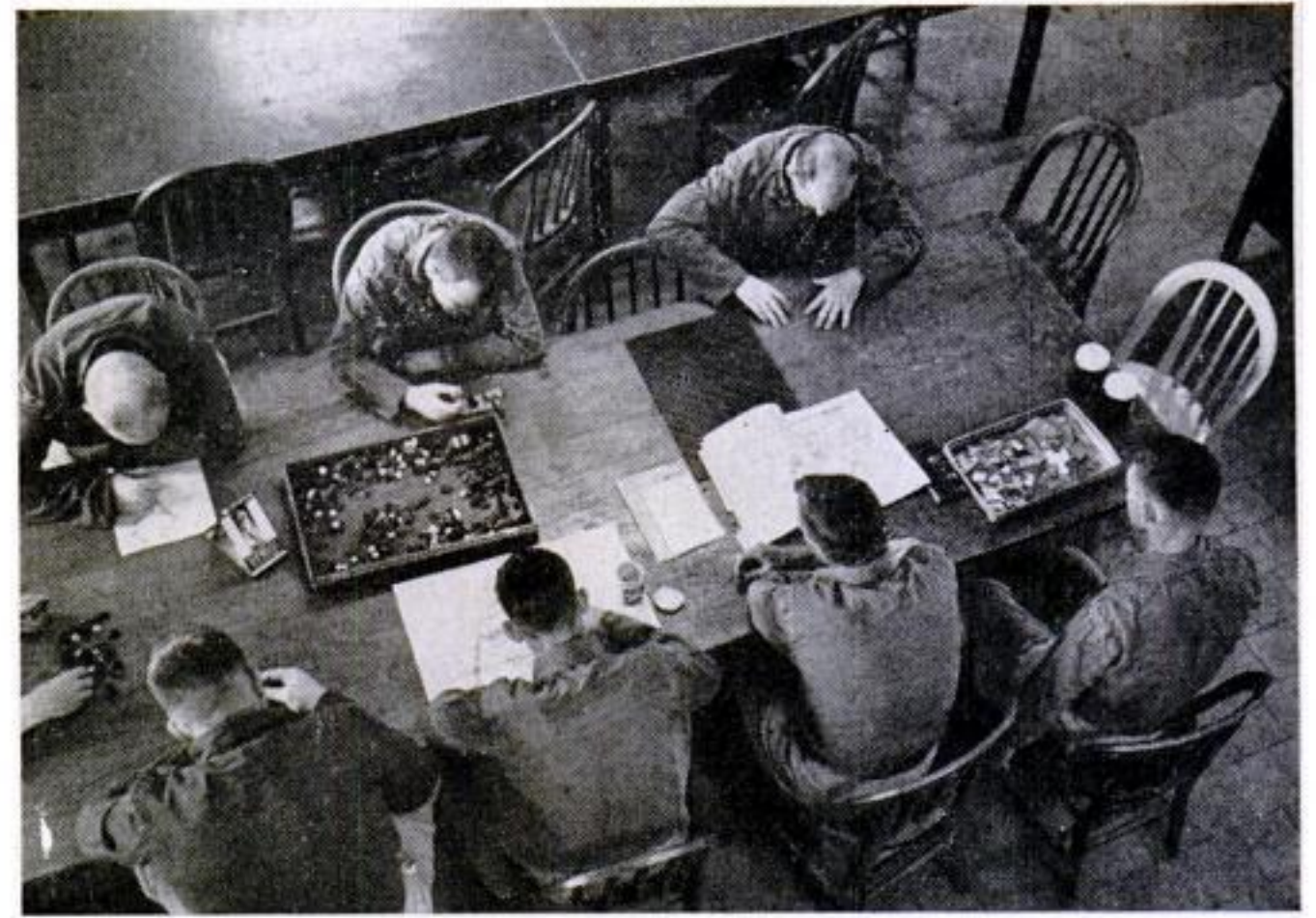
NEW YORK

CHICAGO

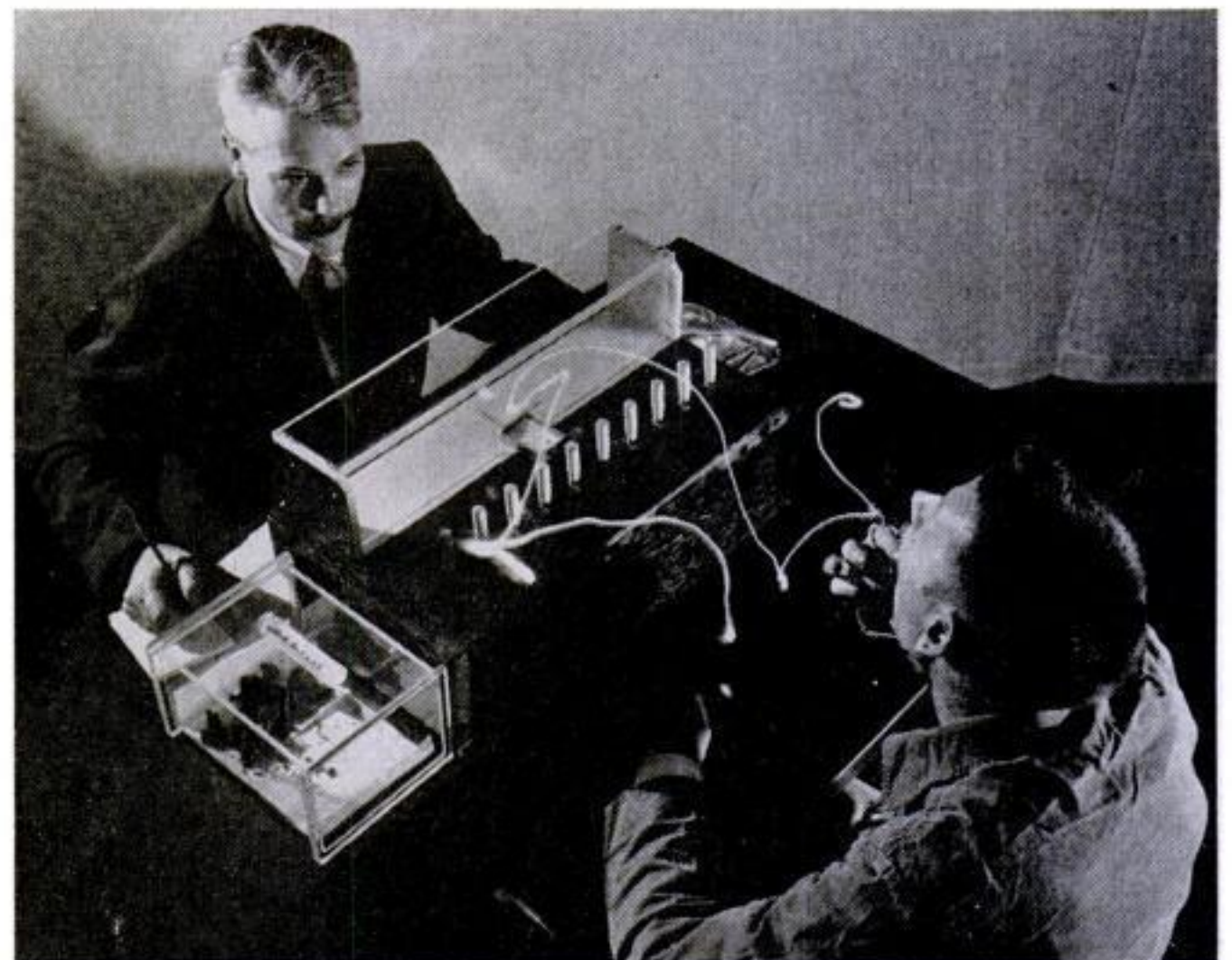
SOMERVILLE, N. J.

LOS ANGELES





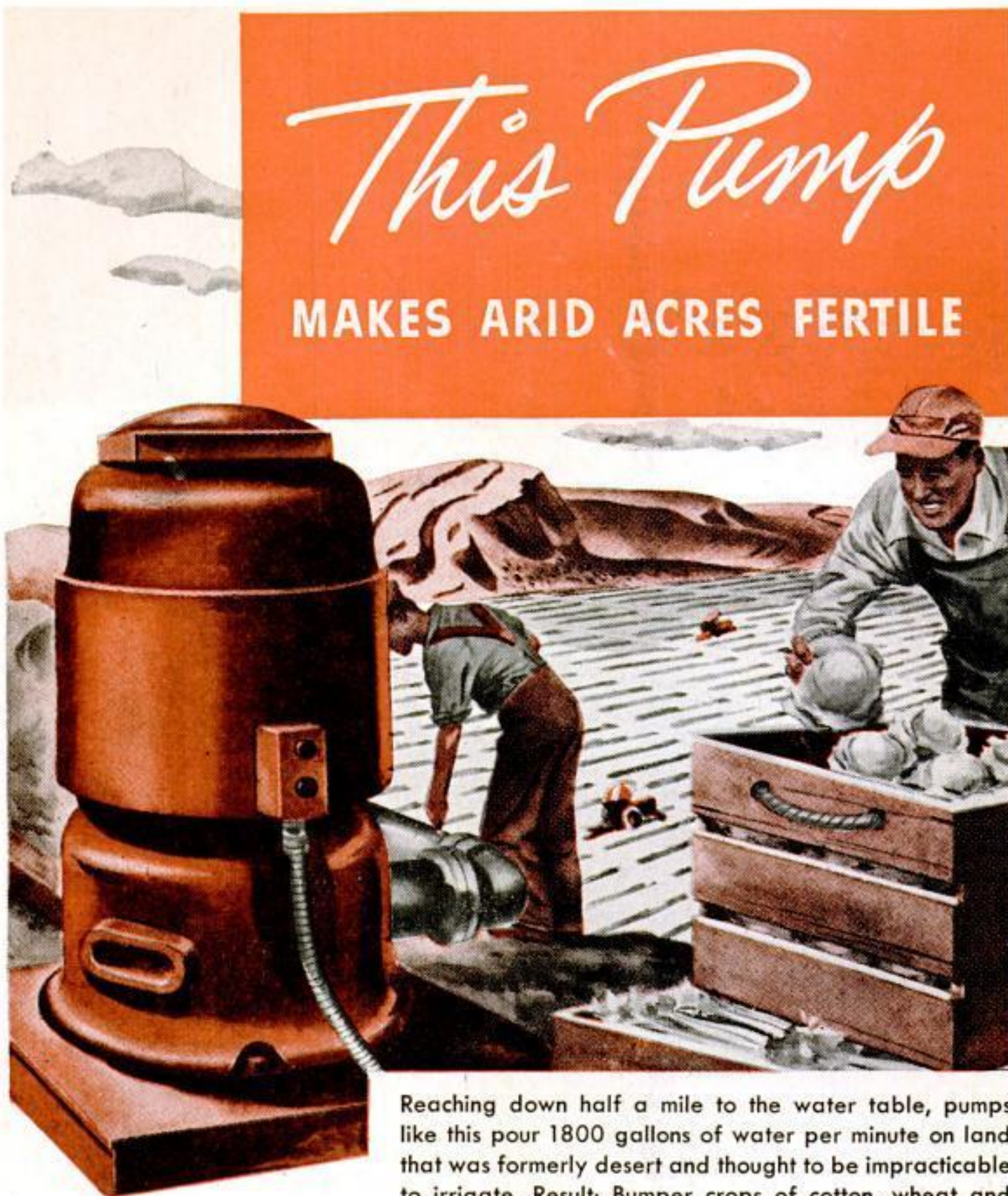
**OCCUPATIONAL THERAPY** is given withdrawn patients as they await turn at fudge problems. They are kept busy with finger paints and simple toys.



**ADVANCED TEST** offers patient a choice of levers to push, one of which will release a piece of fudge. Patients start out by pushing levers at random. But this man has solved the puzzle: streak of light made by bulb tied to his hand shows that he reached directly for the right lever, got the fudge.



**IMPROVED PATIENT**, graduate of fudge puzzle course, works in garden. No longer oblivious of other people, he talks cheerfully with Dr. Peters.



*This Pump*  
**MAKES ARID ACRES FERTILE**

Reaching down half a mile to the water table, pumps like this pour 1800 gallons of water per minute on land that was formerly desert and thought to be impracticable to irrigate. Result: Bumper crops of cotton, wheat and other farm products in California's San Joaquin Valley.

*This Pump*  
**Keeps 40,000,000  
Cars Rolling**



**AC**

**FUEL  
PUMPS**



**America's First and Finest**

Although only a small fraction of the size and cost of the huge irrigation pump, pictured above, the fuel pump on your car is every bit as important in its operation.

In fact, car owners who have been stalled by a worn-out fuel pump—

many miles from a service station—can tell you how essential it really is.

If your pump has seen many years of service—prevent trouble before it happens—replace it with a new AC. More than 100,000,000 have been built—over 40,000,000 are in daily use.

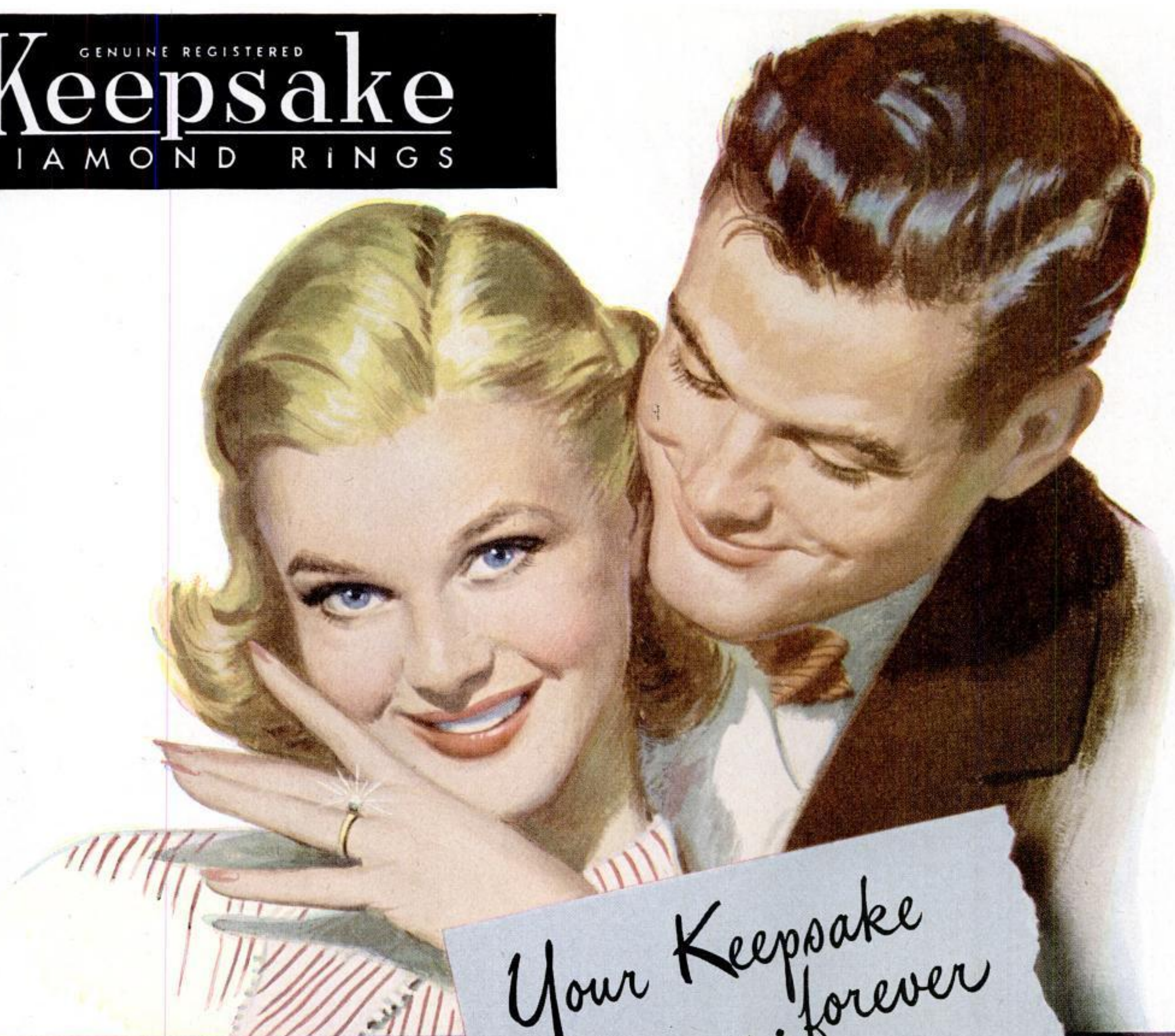
AC SPARK PLUG DIVISION



GENERAL MOTORS CORPORATION



GENUINE REGISTERED  
**Keepsake**  
DIAMOND RINGS



*Your Keepsake  
... forever*

This is your engagement day... a moment never to be forgotten... but captured forever in the radiant depths of your Keepsake Diamond Ring.

Because your diamond ring is endowed with such special meaning, you will want to select it with infinite care, remembering that the finest quality diamond is your best buy.

If your choice is a Keepsake you will know your diamond ring is one of the world's finest. The words "Guaranteed Registered Perfect Gem" on the tag, and the Keepsake Certificate, signed by your Jeweler, are your assurance of the best choice. In a wide range of styles, from \$100 to \$10,000.



A. DEWITT Ring \$125. Wedding Ring 62.50. B. CASTLE Ring \$175. Also 125. Wedding Ring 87.50. C. CAMERON Ring \$200. Also 100 to 2475. Wedding Ring 12.50. \*Man's Diamond Ring \$100. Available at 75 to 250 to match all engagement rings. D. CORONADO Ring \$300. Wedding Ring 150. E. SPLENDOR Ring (white gold) \$400. Wedding Ring 125. F. HARRISON Ring \$575. Wedding Ring 125. G. MONTEREY Ring (white gold) \$675. Wedding Ring 150.

All rings available in either natural or white gold. Prices include Federal tax. Rings enlarged to show details.

**Phone Western Union**

... ask for "Operator 25"... she'll give you the name of your nearby Keepsake Jeweler. There is no charge for this service.



REPLACEMENT OR REFUND OF MONEY  
**Guaranteed by  
Good Housekeeping**  
IF NOT AS ADVERTISED THEREIN

Keepsake Diamond Rings, A. H. Pond Co., Inc.  
120 East Washington, Syracuse 2, N. Y.

**FREE** Useful booklets, "The Etiquette of the Engagement and Wedding" and "Choosing Your Diamond Ring." Also 44-page "Bride's Keepsake Book" gift offer and your Keepsake Jeweler's name.

Name.....

Street and No.....

City and State..... L 10-52

AMSTERDAM ANTWERP HOME OFFICE—SYRACUSE, N. Y.

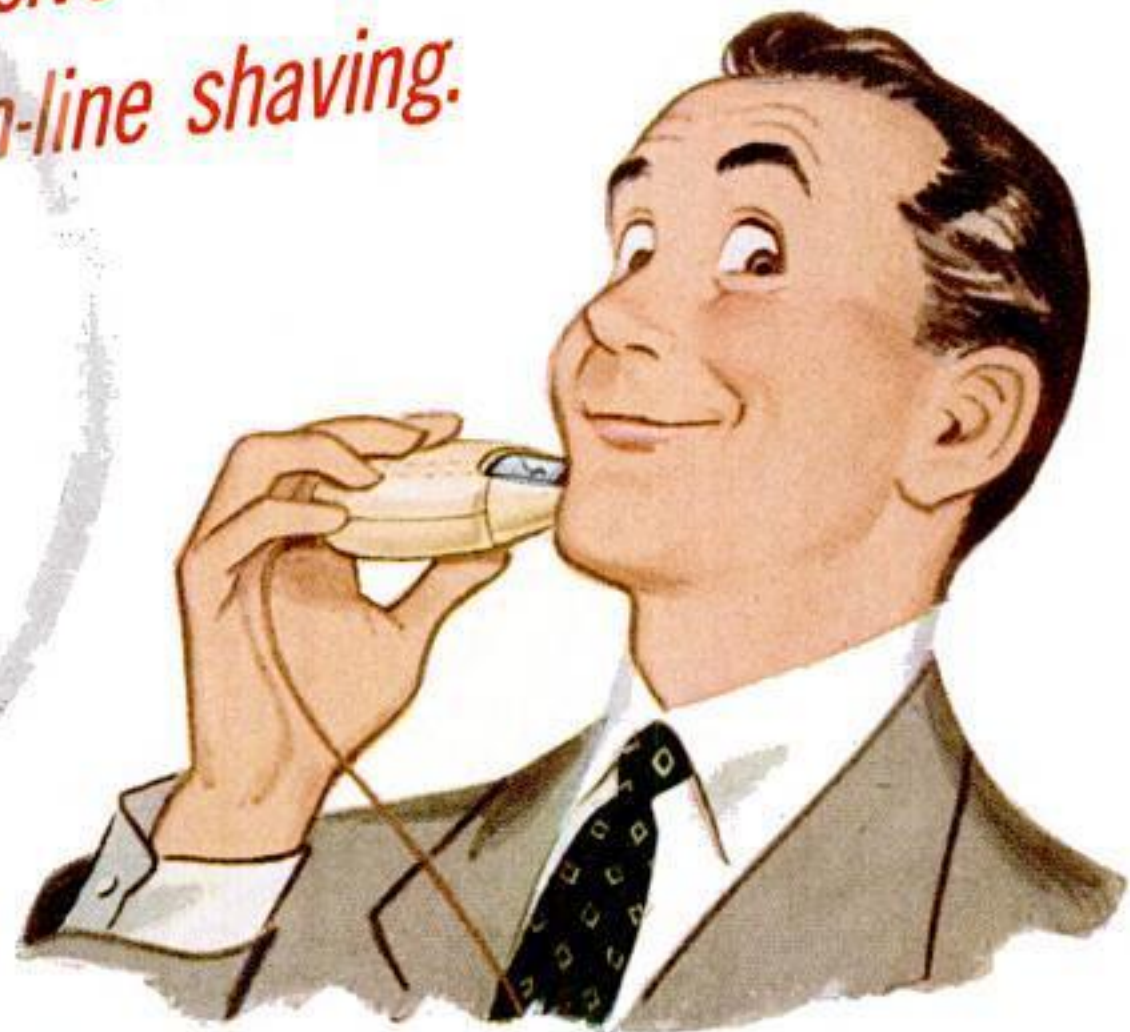
**Keepsake - Guaranteed, Registered and Perfect**



# For men who don't feel shaved unless they're close shaved!



Just like a comb, the New Schick "20's" exclusive Bevelled Comb Edges guide whiskers into perfect position for skin-line shaving.



## NO-RISK 10-DAY TRIAL PLAN!

The New Schick "20" in saddle-stitched Caddie Case is only \$24.50. The New Schick "Colonel," with many features of the "20," is only \$19.95. Ask for either on 10 days' trial. If, in 10 days, you—or the man you give it to—aren't delighted with its close, comfortable shaves—return it and every penny will be instantly refunded.

**F**EAST your eyes on the beauty and elegance of the New Schick "20"—but don't overlook the amazing *performance* that causes more men to use Schick Electric Shavers than any other make:

Day in, day out, the New Schick "20" delivers close, clean shaves—speedily and comfortably—to all kinds of men with all kinds of beards. No particular skill is needed, for close shaves are *built into* the New Schick "20."

First off, it's not bulky. The "20's" expertly designed heads are no bigger than they should be to do a perfect job. They snuggle right down to business and actually help you reach every little out-of-the-way place where whiskers hide.

Best of all, Schick's exclusive Bevelled Comb

Edges ease all whiskers into precise position for shearing off right smack at the BASE.

In fact, no beard comes too tough for the New Schick "20." It's powered by a real rotary motor—mightiest of its size in all the world. It takes anything known as a whisker—*CLEAN*—and leaves your face *smooth as an angel's arm!*

So if you want closer, faster shaves, the New Schick "20" is the bet for you—a sure bet as the ideal man's gift, too.

See the New Schick "20" now at any Schick Electric Shaver Dealer's or Schick Electric Shaver Shop. And note that you can buy it for yourself—or as a gift—on the No-Risk 10-Day Trial Plan, described below. Schick Incorporated, Stamford, Conn.

On television every week see *The Jackie Gleason Show*; every other week, *Crime Syndicated*

# New Schick "20"

—better-built for closer shaves

**MORE MEN USE SCHICK ELECTRIC SHAVERS THAN ANY OTHER MAKE**

**SCHICK Electric Shaver Shops . . . for sales and service . . . conveniently located**

**CALIFORNIA**  
Beverly Hills,  
9365 Wilshire Blvd.  
Long Beach,  
250 E. First St.  
Los Angeles,  
443 S. Spring St.  
Oakland,  
1419 Broadway  
San Diego,  
922 Eighth Avenue  
San Francisco,  
681 Market St.  
**COLORADO**  
Denver,  
728 15th St.

**CONNECTICUT**  
Hartford,  
983 Main St.  
Stamford,  
45 Garden St.  
**WASHINGTON, D. C.**  
Washington Bldg.  
N. Y. Ave. & 15th St., N.W.  
**FLORIDA**  
Jacksonville  
208 Laura St  
Miami,  
111 N. E. Second Ave.  
**GEORGIA**  
Atlanta,  
90 Forsyth St., N.W.

**ILLINOIS**  
Chicago,  
Palmer House  
119 So. State St.  
**INDIANA**  
Indianapolis,  
11 S. Meridian St.  
**IOWA**  
Des Moines,  
Liberty Bldg.  
6th and Grand Ave.  
**KENTUCKY**  
Louisville,  
332 W. Broadway

**LOUISIANA**  
New Orleans,  
931 Canal St.  
**MAINE**  
Portland,  
477 Congress St.  
**MARYLAND**  
Baltimore,  
222 N. Liberty St.  
**MASSACHUSETTS**  
Boston, 80 Federal St.  
**MICHIGAN**  
Detroit,  
232 W. Grand River Ave.

**MINNESOTA**  
Minneapolis,  
512 Nicollet Ave  
St. Paul,  
E-426 First Natl. Bank Bldg.  
**MISSOURI**  
Kansas City  
916 Walnut St. Bldg.  
St. Louis,  
312 Olive St.  
**NEBRASKA**  
Omaha,  
Natl. Bank Bldg.  
17th and Farnam

**NEW JERSEY**  
Newark,  
1180 Raymond Blvd.  
**NEW YORK**  
Albany,  
90 State St  
Brooklyn,  
25 Court St  
Buffalo,  
403 Main St.  
Cleveland,  
925 Euclid Ave.  
Columbus,  
17 S. High St.  
**OKLAHOMA**  
Oklahoma City,  
105 N. Hudson

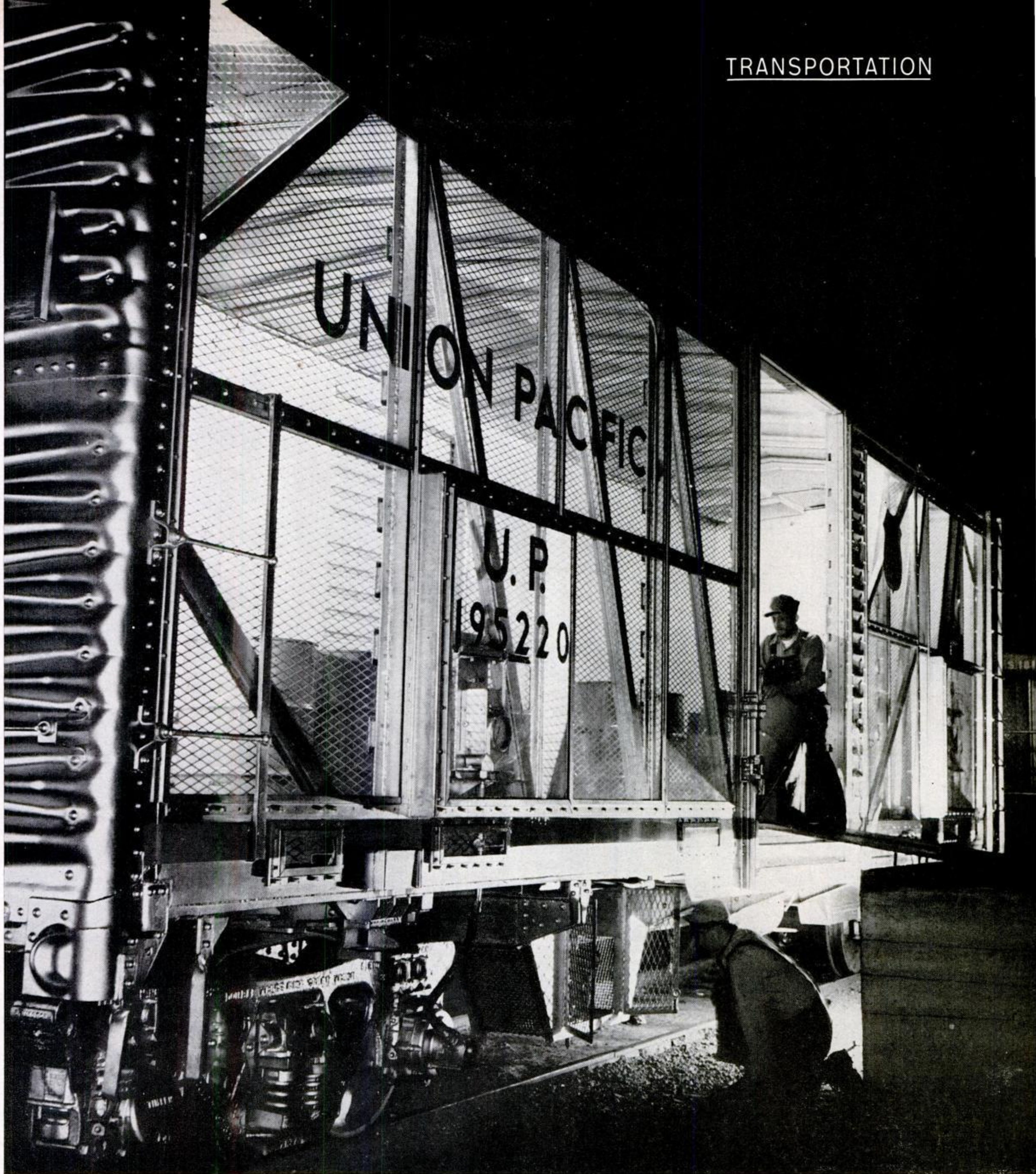
Rochester,  
14 Franklin St.  
**OHIO**  
Akron,  
6 E. Mill St.  
1st Natl. Tower  
Cincinnati,  
432 Walnut St  
Pittsburgh,  
717 Liberty Ave.  
**RHODE ISLAND**  
Providence,  
171 Westminster St  
**TENNESSEE**  
Memphis,  
120 Monroe St.

**OREGON**  
Portland,  
621 S.W. Morrison St.  
**PENNSYLVANIA**  
Philadelphia,  
12 S. Twelfth St.  
Pittsburgh,  
717 Liberty Ave.  
**RHODE ISLAND**  
Providence,  
171 Westminster St  
**TENNESSEE**  
Memphis,  
120 Monroe St.

**TEXAS**  
Dallas,  
1416 Commerce St.  
Houston,  
1121 Walker St.  
San Antonio,  
503 Navarro St.  
**UTAH**  
Salt Lake City,  
8 E. B'way  
**WASHINGTON**  
Seattle,  
1511 Third St.  
**WISCONSIN**  
Milwaukee  
152 W. Wisconsin Ave.

**CANADA**  
Calgary, Alberta  
112A Seventh Ave. W  
Montreal 2, Quebec  
1189 Phillips Place  
Toronto 1, Ontario  
78 Richmond St., W.  
Vancouver, B. C.  
718 Granville St.  
Winnipeg, Manitoba  
298 Smith St.





U.P. MEN STUDY EQUIPMENT AND CONTENTS OF NEW BOXCAR AT NIGHT. WIRE MESH INSIDE CAR IS TO PROTECT PLEXIGLAS SIDE FROM SHIFTING FREIGHT

## PACKAGE PULLMAN

Plastic freight car shows results of good and bad freight handling

The damage done in transit to the three billion tons of freight carried annually in their freight cars cost the U.S. railroads \$100 million last year. Much of that loss is attributable to faulty loading of boxcars and their mishandling in coupling by careless brakemen. In an effort to minimize both, the Union Pacific railroad is using the seemingly wallless boxcar above to educate its own employees and also its shippers.

Costing about \$14,000, this car has a transparent Plexiglas side and a lighting system so railroaders can look right in and see what happens when freight is incorrectly loaded or the car is coupled too fast. It also has a mahogany floor to withstand the extra heavy shocks. The U.P. is confident one "Package Pullman" demonstration will do more good than all the previous decades' warnings and instructions.



# A 1939 Bargain-Today

(LIMITED TIME ONLY!)



## FEDERAL'S NEW 5-in-1 TIMESAVER DISHPAN

*You never saw ONE pan  
do so many things, so well*

### SINK-SHAPE DISHPAN!

More dish capacity in less space. Twice as much bottom area. Dishes, pots, pans lie flat, completely submerged.

### HANDY REFRIGERATOR CONTAINER!

Here's that *extra* refrigerator storage container you want so much. And the *big* pan you need for washing fruits and vegetables . . . for cutting up and preparing salads.

### IDEAL FOR PRESERVING!

Extra cooking capacity at canning and preserving time. Eleven quarts when you need it most. Functionally shaped to make the job easier!

### MODERN OPEN-TOP ROASTER!

Meats roast thoroughly, brown evenly in this big open-top roaster. Holds up to 18 lb. fowl or 22 lb. roast. Cleans easily and stays snowy white.

### ALL-AROUND HELPER!

Handy, too, for hand-washing, dyeing and tinting garments. Useful for countless other household chores.

**ADD CONVENIENCE** to your cooking . . . beauty to your kitchen with a matching set of colorful Federal Vogue enameled ware. (White with red trim.) The miracle-element **TITANIUM** makes all Federal Enameled Ware—Stronger! Whiter! Longer Lasting!

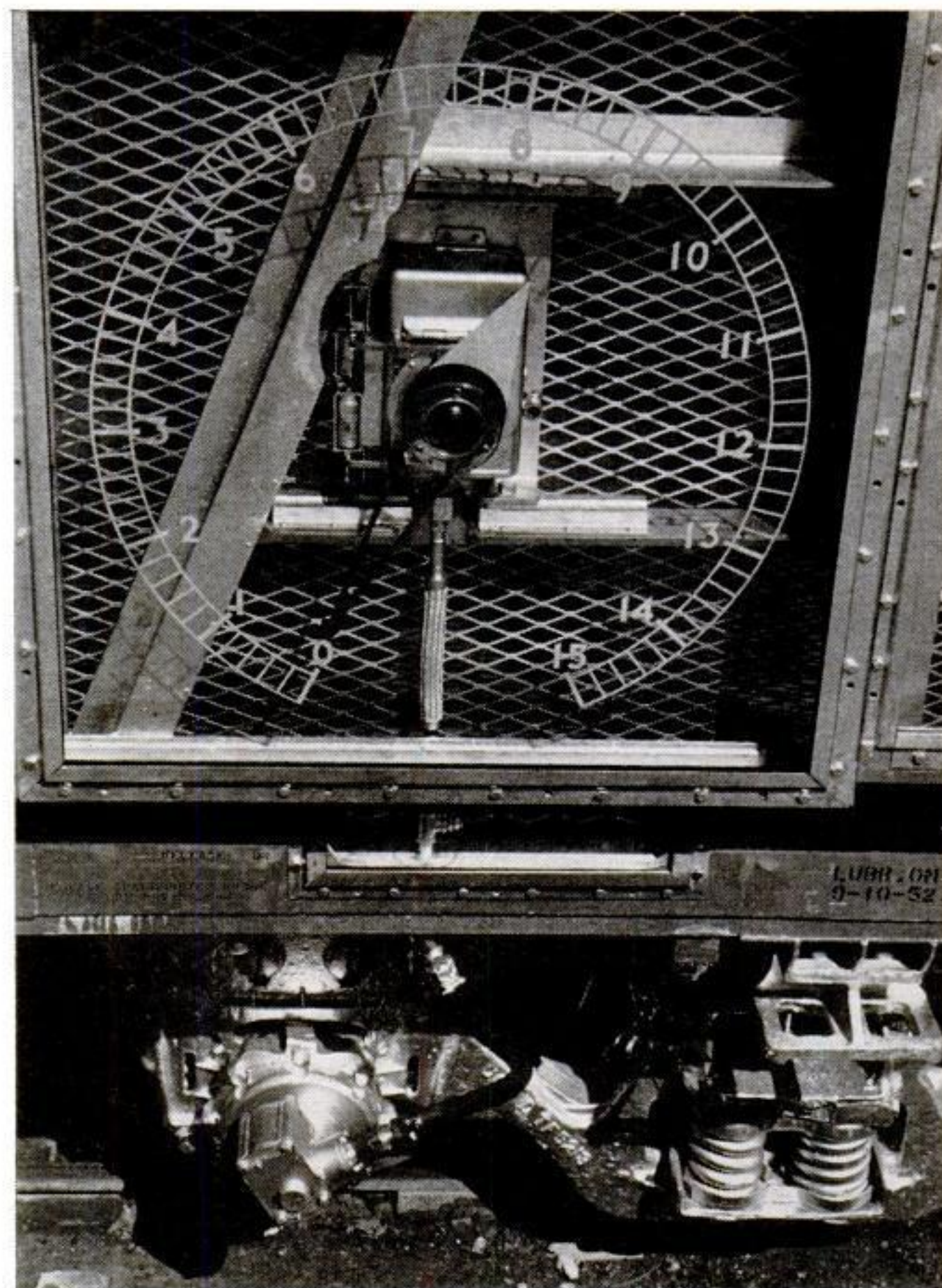
\*Price slightly higher in West and South and Canada

Look for the **FEDERAL VOGUE** label wherever housewares are sold.



**FEDERAL E & S COMPANY • PITTSBURGH 30, PENNSYLVANIA**

Package Pullman CONTINUED



**BIG SPEEDOMETER** records speed at moment of coupling impact which should be 4 mph or less. Another speedometer makes a trip profile on tape.



**"TRUE BONDED BLOCK,"** a technique demonstrated in the new car, is what railroad men call this pattern of stacking goods for maximum stability.



**WHAT 9-MPH COUPLING DOES** is inspected by railroad officials after test using oil drums. Oil drums slid 64 inches, even though banded together.



"a 24 hour week"  
"a chicken in every pot"  
"a full dinner pail for everyone"  
"a pot of gold at the end of the rainbow"  
"two cars in every garage"



Illustration reproduced by  
permission Coop. 1948 Peter Arno.

You'll hear all kinds of promises...  
but the one promise you know will be kept  
is that the patented soft collar  
on the **Van Heusen** <sup>REG. T. M.</sup> *CENTURY* shirt  
won't wrinkle...ever!

Phillips-Jones Corp., N. Y. 1, N. Y. Makers of  
Van Heusen Shirts • Sport Shirts • Ties • Pajamas  
Handkerchiefs • Underwear • Swimwear • Collars



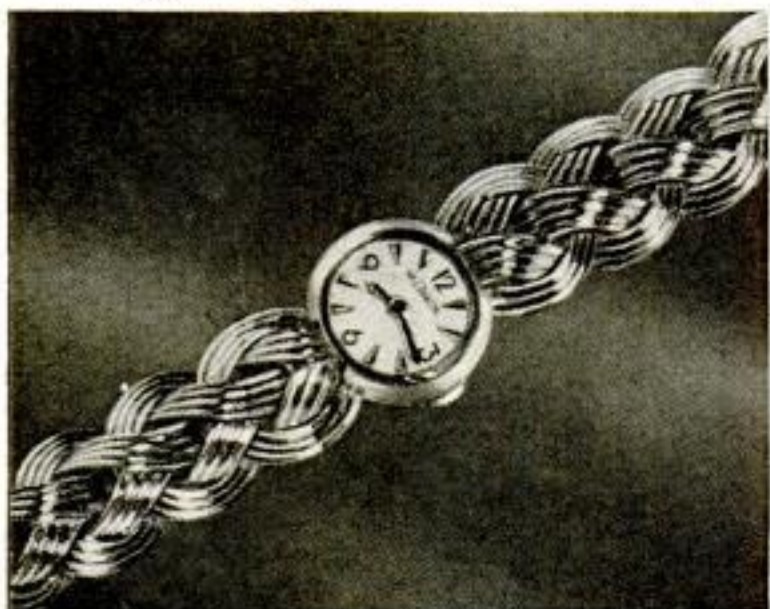


## THE MOST EXCEPTIONAL WATCHES AND CLOCKS IN ALL THE WORLD

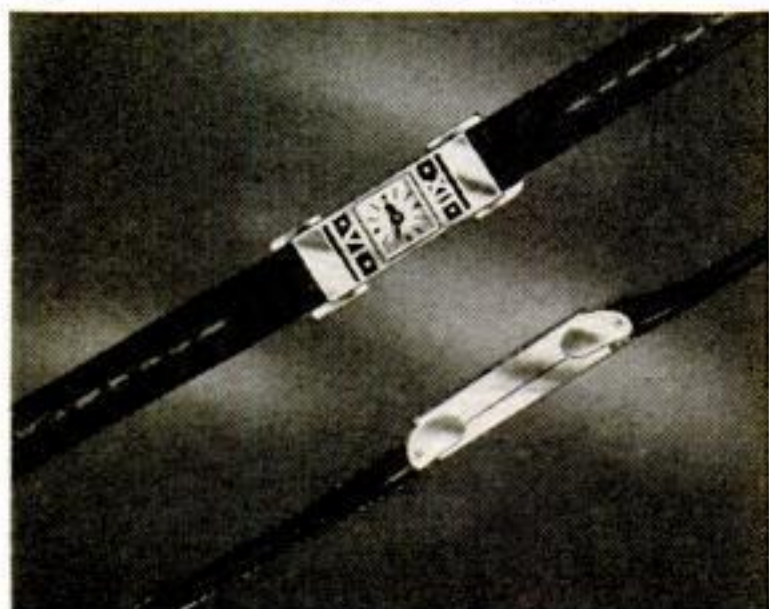
# LE COULTRE

For yourself—or as an exceptional gift—a LeCoultre watch or clock offers obvious distinction. LeCoultre combines rare beauty in design with unsurpassed performance. For more than a century, LeCoultre timepieces have represented the ultimate in fine precision and exclusive invention — they are manufactured today to the highest standards in all watchmaking. Your Authorized LeCoultre Jeweler will gladly show you these and many others of the "Most Exceptional Watches and Clocks In All the World".

**ATMOS**—The Perpetual Motion Clock! This world-famous LeCoultre creation amazingly offers virtual perpetual motion in a handsome clock! No hand-winding, no electricity—ATMOS runs silently, accurately, powered alone by unfailing daily changes in the temperature. ATMOS, beauty-in-action, brings a dramatic touch to every home. An exceptional possession, a most exceptional gift. Measures  $9\frac{1}{4} \times 8\frac{1}{4} \times 6\frac{1}{4}$  inches. \$175.



**LE COULTRE PAR EXCELLENCE.** One of a uniquely fashionable series of ultra small watches, with LeCoultre's exclusive back-wind. In 14K gold or platinum, many with diamonds. Priced from \$350 to \$1000.



**THE SMALLEST WATCH IN THE WORLD.** Less than one-third the width of a dime! This most diminutive creation, a masterpiece of fine precision by LeCoultre, is exquisitely finished in platinum. \$1500.



**LE COULTRE WRIST ALARM.** The Mark of Today's Man-of-Affairs. A watch with a "golden voice"—a second memory to remind of every appointment, to awaken each morning. This smartly thin watch, ingeniously contrived, offers LeCoultre's high-precision accuracy in timekeeping and alarm. Separate crowns allow winding and setting for each fine feature. Gold-filled, \$99.50. Moisture-proof, \$110. 18K gold, \$235.



**LE COULTRE AUTOMATIC MARK 7.** Richly rewarding in performance, self-winding for reliable accuracy. Handsome gold-filled case, \$71.50. 14K gold case, \$150.



**LE COULTRE ROYALE.** Manly elegance; a most distinguished design. Automatic—made to the highest standards of precision craftsmanship. In 18K gold, \$235.



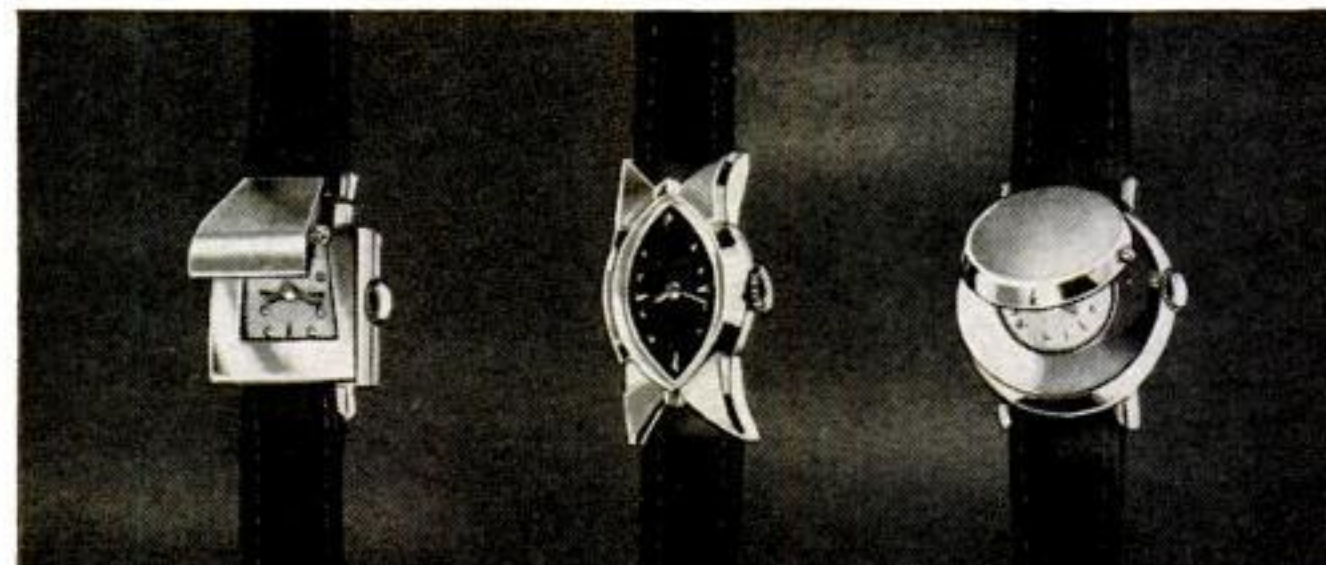
**LE COULTRE AUTOMATIC H.** Smartly square in rich, modern design for a smartly clad man. A domed crystal accents its interesting dial. Gold-filled. \$110.



**LE COULTRE FUTUREMATIC**—100% Automatic. Engineered to be the most accurate automatic watch in the world today. Gold-filled, \$99.50. In 14K gold case, \$165.



**LE COULTRE CORONET.** "Made for each other" as surely as the fashion-right couples who will wear them. Two of the many LeCoultre watches—that-match. Gold-filled cases. Each, \$71.50.



**LE COULTRE WATCHES FOR LADIES OF FASHION — CAROL, MARQUISE, JUDY.** Imaginative creations in 14K gold. The tiny dials of "Carol" and "Judy" are hidden beneath flick-o'-the finger golden hoods. Each, \$145. "Marquise", couturier-designed in dainty gem-shaped loveliness, \$125.



**LE COULTRE BARON & BARONESS.** "Pomp and Circumstance" equal Fashion and Precision in watches for Him and Her in LeCoultre's exceptional manner. Gold-filled cases. Each, \$71.50.

## VACHERON & CONSTANTIN-LE COULTRE

DIVISION OF LONGINES-WITTNAUER WATCH COMPANY

All Prices Include Federal Tax





**COUNCIL OF WAR** is held by the A. P. Stewart chapter of U.D.C. Here Miss Sarah Ruth Frazier rises to say that statue should be restored to original condition, but admits she herself cannot remember what it looked like.

**GILDED GENERAL** stands near the courthouse. It was made for the A. P. Stewart chapter in 1915, cost \$3,000.

## GENERAL IS FOUND GILTY

**Paint on their hero upsets Chattanooga Daughters of Confederacy**

Only a few weeks ago Confederate General A. P. Stewart, who stands immortalized in bronze on Chattanooga's courthouse lawn, was green, swathed in the pleasant pale patina of 30-odd years' time. Overnight he became a garish, glistening gold and an affront to the local Daughters of the Confederacy who are doubly chagrined about the general's condition because one of their members brought it about.

Back when the general was still green, one of the Daughters phoned Judge Wilkes Thrasher, County Council Chairman. The general, she complained, looked "horrible." He had dirty

words written on him and the judge should have him painted. Obliging Thrasher called the painters. "What color?" they asked. "He's green now." "Bronze," said the judge.

No sooner was the general covered with an undercoating of gilt than the A. P. Stewart chapter was up in arms. "I never do things halfway," said the judge. "Put another coat on him." But thinking it over, he rescinded the order and handed the problem to the chapter. After much debate (*next page*), unable to agree on a paint job, they decided to leave it up to the sun and rain to make their general green again.





## FIGURE-CONTROL BEGINS WITH AN ACCURATE BATHROOM SCALE

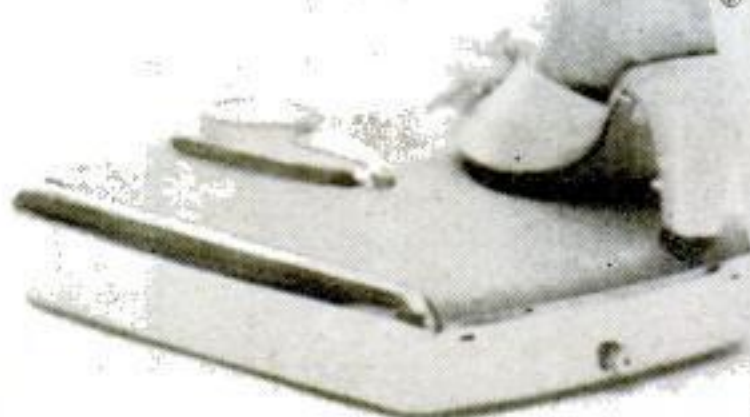
Weight-watching is easy, if your scale is a BORG. Step on, step off—read and believe . . . for a BORG always tells the truth. Gain or lose a pound, you know it right away . . . see it clearly in BORG'S Super-Binocular Dial. This scale is made like a fine watch and guaranteed for life under a Service Warranty. No other scale is made like a BORG. In smart colors or chrome, only 7.95\* and 10.95\*. Why guess at your weight, when a BORG costs so little?

\*Denver west, 50¢ higher



YOU CAN BELIEVE YOUR

**BORG**  
**SCALE**



## Guilty General CONTINUED



**PAINT STATUE**, was the original suggestion of Mrs. Elliott Buchanan, who wanted a second coat to tone down first. Later she rose to say that she would agree to resolution to have judge restore it.



**RESTORE IT**, moves Mrs. John Welch, who wants judge to do job. She agreed to earlier motion that he be thanked for his kindness but told "it was a mistake to put a coat of gilt on a bronze statue."



**LET IT WEATHER**, is solution offered by chapter president, Mrs. Walter Cline, who deplored the fact that the lady who had originally called the judge had not thought to consult her chapter first.



**WELL-MEANING JUDGE**, who painted statue as a favor, meets with Mrs. Cline. Of disputed statue, he said, "It is my intention not to touch it further."





## Not a shadow of a doubt — with Kotex

— *with Kotex* you get absorbency that doesn't fail: the trustworthy kind of protection you *need*, for safety, for comfort, and a fresh, dainty feeling.

— *and only Kotex* of all leading napkins has flat, pressed ends. So there's no revealing outline.

— *best of all*, this pad is made to *stay soft* while wearing — to retain its fit and comfort for hours. No wonder Kotex is America's first choice in napkins . . . *very personally yours.*



*More women choose  
Kotex\* than all other sanitary napkins*

\*T. M. REG. U. S. PAT. OFF.



# New Swans Down Angel Food Mix is a Cake-Baking Miracle!

SO SURE! SO EASY!  
JUST ADD WATER!



YOU'LL MAKE A CAKE  
AS HEAVENLY GOOD AND BIG  
AS A 12-EGG CAKE MADE  
THE OLD-FASHIONED WAY!



## "It's more than a mix—it's a miracle!"

That's what women are saying about new Swans Down Angel Food Mix. It's so *sure*, so *easy*, even the newest bride can turn out a cake as big, light and handsome as a prize-winner made the old-fashioned way!

## Just 2 easy mixing steps!

No fussing, *no doubts*! With just 2 simple mixing steps, you'll make an angel food that's light as a cloud, divinely tender and moist—heavenly eating.

You'll find all the ingredients, perfectly blended, in the package. Nothing to add but water and flavoring!

## Perfect Angel Food with ease— or double-your-money back!

We're so sure you'll be delighted with new Swans Down Angel Food Mix, we dare offer you **DOUBLE-your-money** back if you aren't satisfied. Details of this amazing offer in the recipe folder inside the package.

Get a package *today*. Show the family you can make the "queen" of all cakes like an angel-food champion.



Products of General Foods

YOUR FIRST  
SWANS DOWN MIX  
ANGEL CAKE WILL BE  
A SMASH HIT!



Newest of the famous  
Swans Down Cake Mixes... no other  
mixes can match 'em!







PROCESSIONAL WINDS THROUGH THE WASHINGTON ARMORY WITH BANNERS REPRESENTING THE 40 DENOMINATIONS WHICH SPONSORED THE NEW BIBLE

## FANFARE FOR A NEW BIBLE

Three thousand cities celebrate 'R.S.V.,' the most important revision of the Scriptures in 300 years

The book which for decades has been the world's No. 1 best-seller last month got the biggest publicity send-off in publishing history. To celebrate publication of the new *Holy Bible: Revised Standard Version* (Thomas Nelson & Sons, \$6), completed after 15 years of work by American Protestant scholars, a rally of 8,000 people was held in Washington, D.C. (above). On the following day, some two million people took part in similar celebrations in 3,000 cities and towns throughout the U.S. (p. 94). In Pittsburgh the crowd numbered 10,000, and at a Presbyterian mission in Arizona the gathering included 300 Indians who had come from 40 miles around. There were observances at Army installations from Japan to West Germany.

Biblical scholars are genuinely excited over "R.S.V.," as the new version is called, because they consider it the most important English revision of the Bible since the King James version was published in 1611. Authorized by 40 Protestant and Eastern Orthodox denominations, the translation was started in 1937. Purpose of the project

was to give modern meanings to archaic words and phrases in the King James version (see inset for comparison of two versions) and to correct inaccuracies brought to light by modern Biblical research and archaeological discoveries. Though they have simplified the phraseology, the editors feel they have preserved the poetic quality of the King James version which has inspired and influenced almost all the great English-speaking orators and writers of the last three centuries.

The new version's first printing of one million copies—the largest in U.S. publishing history—has already been sold out. But it has met

opposition from the International Council of Christian Churches, a group of fundamentalist sects, which objects to use of the phrase "young woman" instead of "virgin" in Isaiah 7:14, by tradition believed to refer to the woman who will be the mother of the Messiah. Unworried sponsors of "R.S.V." point out there were objections when the King James version came out and that it took nearly 40 years before it was accepted.

### KING JAMES

Matthew 26:27

And he took the cup, and gave thanks, and gave it to them, saying, Drink ye all of it;

Psalms 119:147, 148

I prevented the dawning of the morning, and cried: I hoped in thy word. Mine eyes prevent the night watches, that I might meditate in thy word.

### R.S.V.

And he took a cup, and when he had given thanks he gave it to them, saying, "Drink of it, all of you;"

I rise before dawn and cry for help; I hope in thy words. My eyes are awake before the watches of the night, that I may meditate upon thy promise.



# Get 5 times more active chlorophyll\*

A chlorophyll toothpaste can do wonders—if it contains enough active chlorophyll. Chlorodent gives you up to 5 times more active chlorophyll!



## Clean Fresh Mouth All Day Long!

To have a clean, fresh mouth all day, insist on *Chlorodent*. It gives you up to 5 times more active chlorophyll... you can be sure you're getting chlorophyll's miracle benefits.

### New freedom from MOUTH ODORS!

In hundreds of tests, *Chlorodent* stopped mouth odor for hours... far longer than white toothpaste. By using *Chlorodent* regularly—preferably after meals—you can be free of mouth odor all day!

### Keeps teeth CLEANEST!

Leading dental scientists tested major dentifrices—chlorophyll, ammoniated and regular. Actual color photos proved that *Chlorodent's* cleansing agent was the most effective!

### Half of all tooth losses caused by GUM TROUBLES!

It pays to remember that *Chlorodent* promotes the growth of firm, healthy-pink tissue. If you have tender gums, you will want to see your dentist and use *Chlorodent* for its fast relief of this condition.

### Fights TOOTH DECAY!

*Chlorodent* reduces the amount of mouth acids formed that "eat" into tooth enamel... and the bacteria which cause them. And *Chlorodent* keeps teeth so clean that bacteria find it difficult to multiply. No other toothpaste offers better protection.

No other dentifrice maker can offer you all these benefits. That's because the *Chlorodent* active-chlorophyll formula is patented (Pat. No. 2216816). So be sure to ask for *Chlorodent* by name!

### In tooth powder, too!

You can get the miracle benefits of *Chlorodent* also in tooth powder. Cool, fresh flavor. Ask for *Chlorodent Chlorophyll Tooth Powder* today.



\*Water-soluble chlorophyllins

### UNCONDITIONAL GUARANTEE

We think you'll find *Chlorodent* the finest dentifrice you ever used. If you don't agree, return unused portion to Lever Brothers Company, New York. We'll refund purchase price plus postage!

# Chlorodent

WORLD'S LARGEST-SELLING CHLOROPHYLL TOOTHPASTE

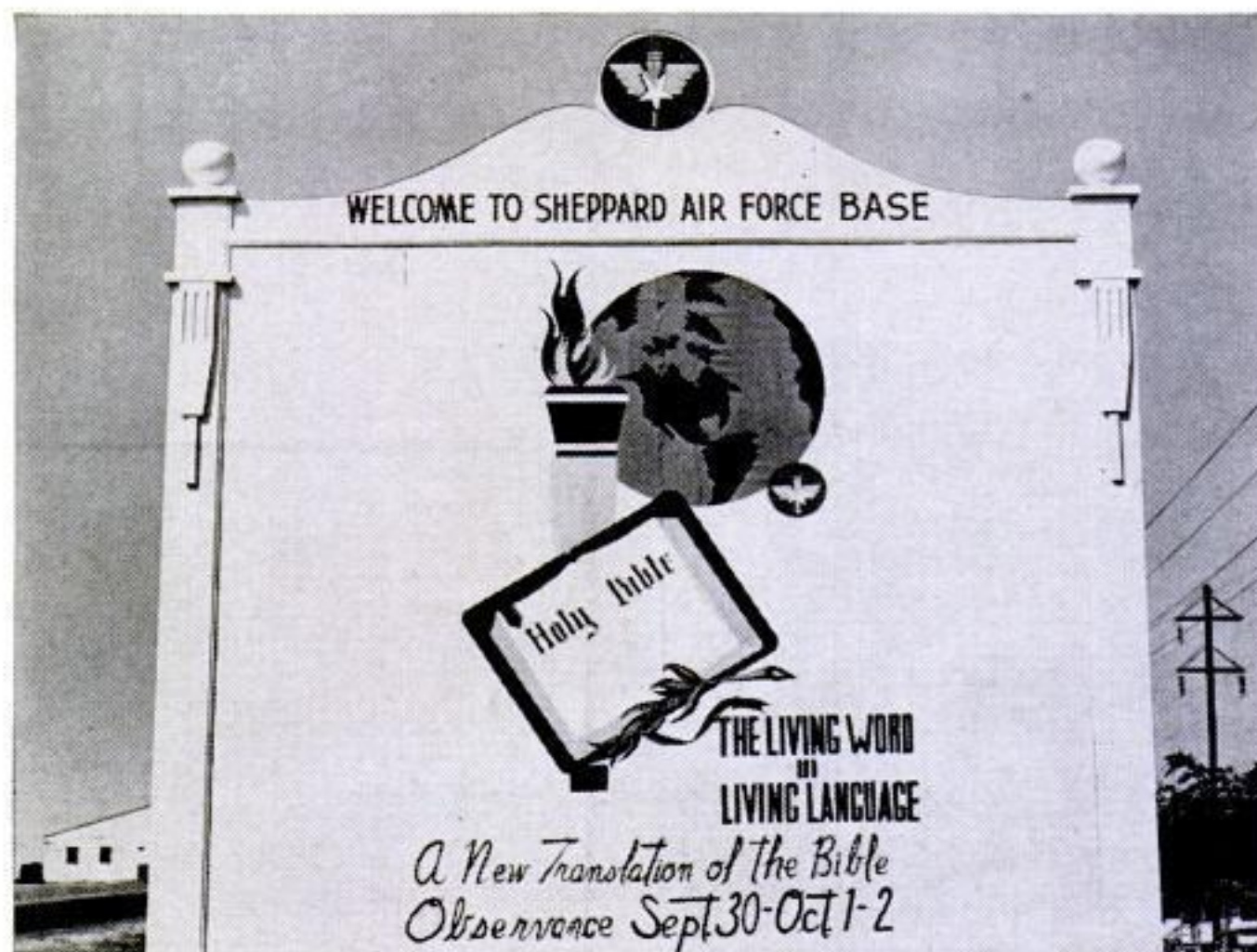
New Bible CONTINUED



**WINNER OF CONTEST** for prize hymn to be sung at "R.S.V." rallies was Sarah Taylor, retired Central Falls, R.I. teacher, who wrote *The Divine Gift*.



**DESIGN FOR STAMP** marking 500th anniversary of Gutenberg Bible was taken by post office from Edward Laning painting. Stamp, "R.S.V." came out at same time.



**BILLBOARD** telling about new Bible was erected at Sheppard Field, Wichita Falls, Texas, where 18,000 servicemen heard lectures on the Scriptures.

CONTINUED ON PAGE 94



# AAA\* REPORTS OVER 10 MILLION CAR BREAKDOWNS CAUSED BY BATTERY TROUBLE IN ONE YEAR!



\*American Automobile Association records for one year prove battery trouble leading cause of car breakdowns!

## DON'T LET THIS HAPPEN TO YOU

Get the New Willard 5-minute Battery Condition Test

IT'S FREE! IT'S FAST! IT'S ACCURATE!



FOR THE NAME OF YOUR  
NEAREST WILLARD DEALER...

Call Western Union by number  
ask for Operator 25

Operator 25 will give you the name and  
address of the Willard Dealer located near-  
est you. Or, look under "Batteries" in the  
Yellow Pages of your telephone directory.



- Now, using the new Willard Battery Charge and Condition Tester, your Willard Dealer can quickly show you the exact condition of each cell of your battery. Summer heat saps the strength of batteries. Maybe all your battery needs—right now—is a drink of pure water. If it lacks pep and power, a recharge might snap it right back to par—and save you the grief and expense of car-crippling battery failure. See your Willard Dealer tomorrow—then see him every month—for this Free...Fast...Accurate battery condition test which can save you a lot of trouble and money.

# Willard

"SAFETY-FILL" BATTERIES

WILLARD STORAGE BATTERY COMPANY • Factories in: Cleveland • Los Angeles • Dallas • Memphis • Portland • Allentown • Toronto



**Play Safe—  
Buy a Willard  
HEAVY DUTY  
De Luxe**  
You won't find greater battery  
**VALUE** at any price!

✓ up to 56% more starting power at zero  
than required to meet the standards of the Society of  
Automotive Engineers

✓ sells at popular prices  
less liberal trade-in allowance for your old battery

... THERE'S A WILLARD FOR EVERY CAR AND BUDGET

### FOR THE ULTIMATE IN BATTERY PERFORMANCE

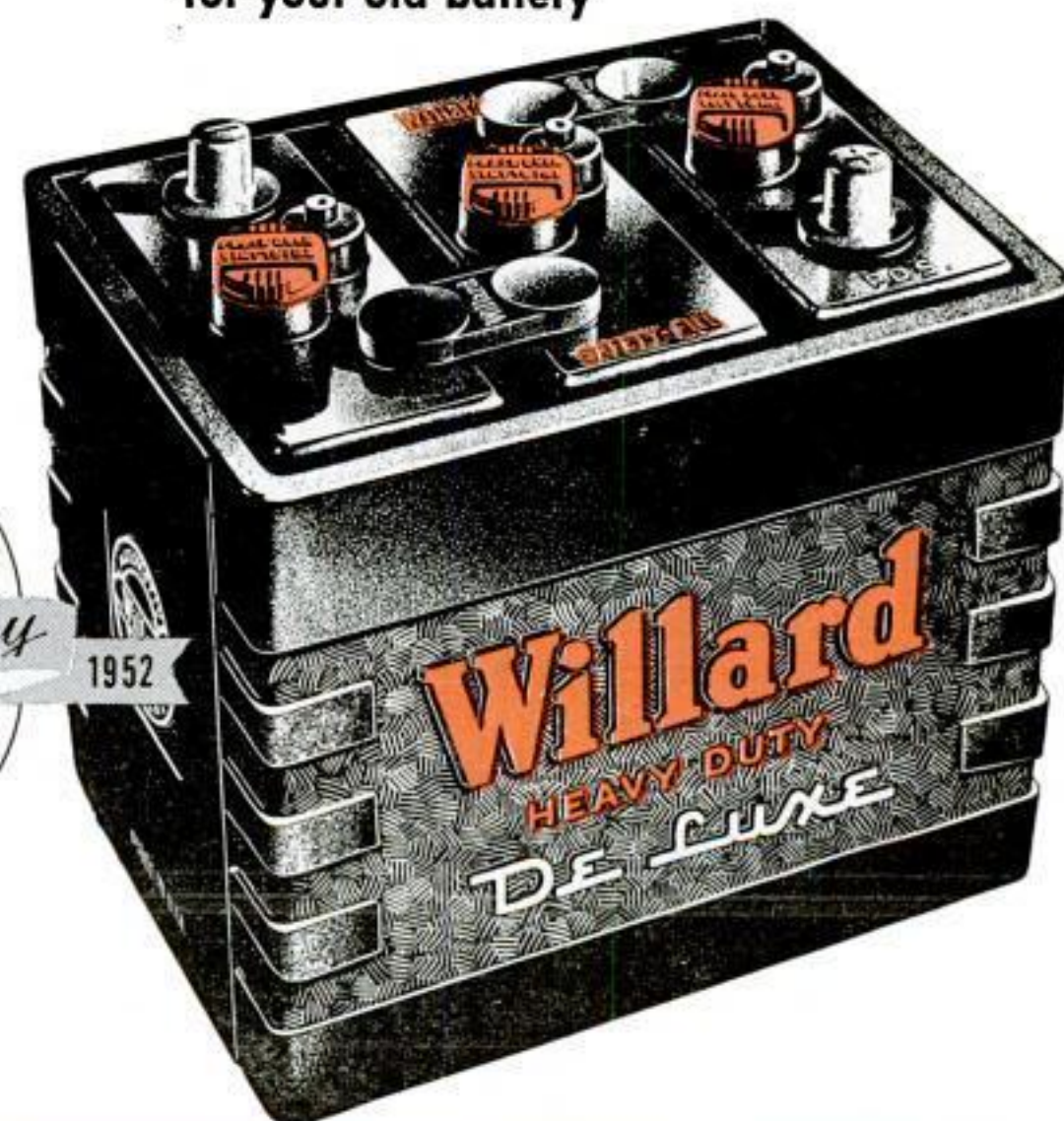
The Willard Super Master offers you 80 to 119% more starting power at zero than required to meet the standards of the Society of Automotive Engineers. Exclusive Metalex Grids provide 100% more protection against overcharging, today's No. 1 Battery Killer.

### AND A GENUINE WILLARD BATTERY AT A LOW PRICE

Now Willard offers you Willard quality and dependability at lowest possible price. Safety-Fill construction provides extra protection against acid spray and dangerous corrosion caused by over-filling. Fits most popular cars. Fully guaranteed.

**WILLARD PRICES \$16<sup>65</sup>**  
start at...

less liberal allowance  
for your old battery



**50 YEARS AND 100 MILLION BATTERIES HAVE PROVED WILLARD THE WORLD'S MOST DEPENDABLE BATTERY**



TELEVISION'S  
*Crowning Achievement*



State Crown of the Queen of England



New high in pleasure  
New low in price

The handsome set pictured here represents the neatest value trick in television. It looks like a beautiful console. Actually, it is a 21" table model on a special Bendix base. For virtually a table model price you get a set that is second to none for rich appearance and also provides the great performance that makes Bendix Television's Crowning Achievement. Reaching new highs in range, realism and reliability, the Power Master Chassis delivers pictorial quality new to the world. Look, listen—and prove it for yourself.

Bendix dealers offer two mahogany and two blonde bases for Bendix® 21" blonde or mahogany table models—the bookshelf base illustrated, and a drawer-type base with adequate room for a record player.



**Bendix**  
AVIATION CORPORATION  
The name millions trust  
REG. U.S. PAT. OFF.

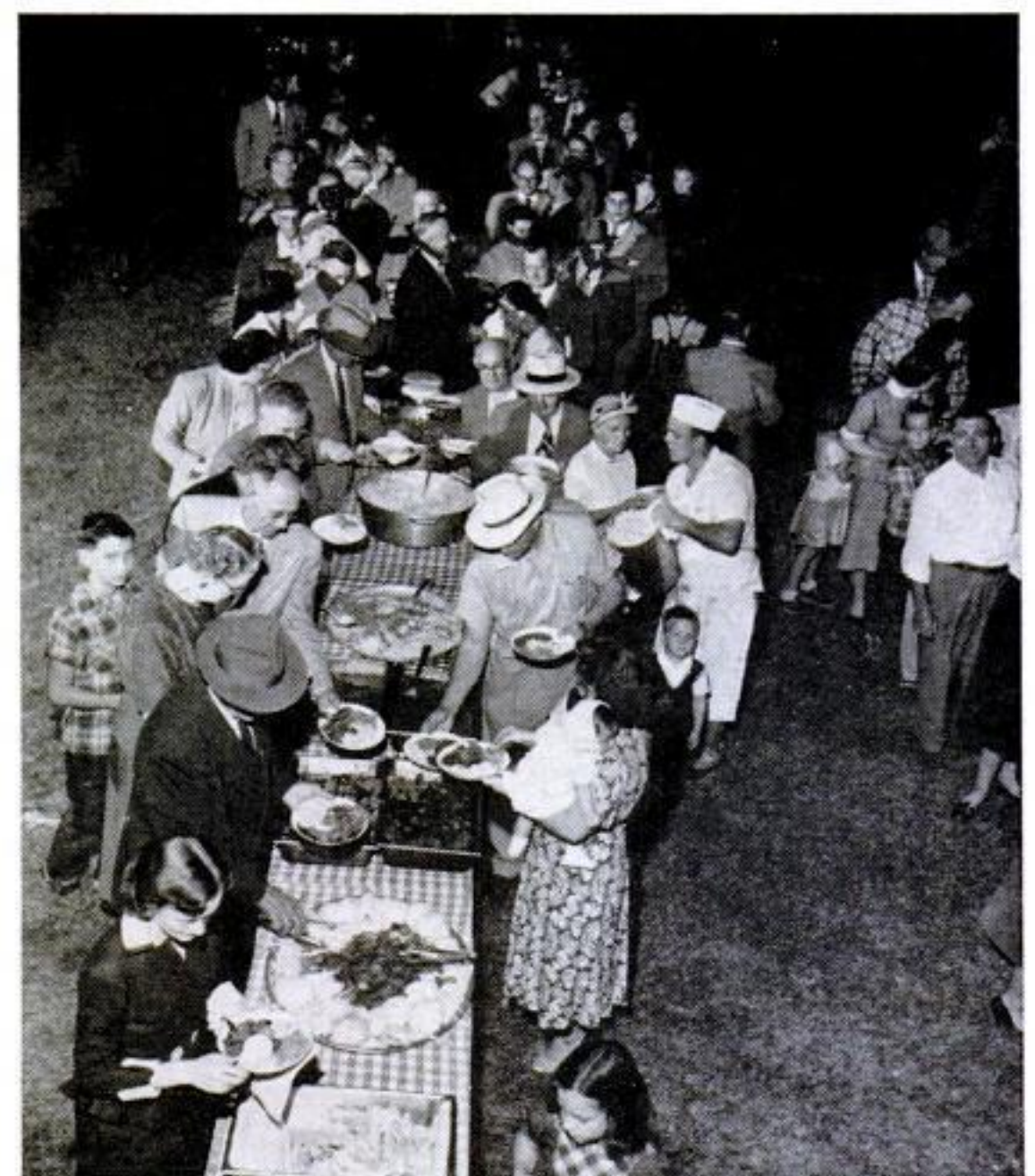
BRILLIANT  
**Bendix TV**



**HURRYING EMPLOYEES** of J. C. Penney in Port Arthur, Texas check out early to attend Bible rally in city's football stadium.




**DELIGHTED MINISTER**, the Rev. D. D. Segers, who directed Port Arthur rally, holds granddaughter as he reads from a copy of new Bible just off press.



**A BARBECUE**, attended by 4,500 whites, Negroes and Mexicans, was part of the Port Arthur rally. Two choirs sang hymns.

**ELMER'S CORNER FOR MEN**




What do busy men like best?

We'll bet a quiet evening at home and some Liederkrantz Brand Cheese rank high on the list of what *most* men like *most*!

One taste of the rich, deep flavor of this cheese convinces a man all's right with his world! But don't be misled, this golden-surfaced cheese with the creamy heart ranks high with the ladies, too!

Try Liederkrantz on pumpnickel along with your favorite beverage . . . or with fruit for dessert.

If the lady of the house forgets to order it—well, sir, it's up to you. Sometimes a man just has to look out for himself!



**BORDEN'S FINE CHEESE**

Folks who know cheese say "Borden's, please!"

© The Borden Co.

**TNT POPCORN**  
more 'pops' in any pan

**NEW NIBBLE-SIZE CHOCOLATE PEPPERMINT PATTIES**  
*Welch's Junior Mints*

**BRIGHTER SHINES**  
 $\frac{1}{2}$  THE RUBBING WITH  
**KIWI**  
(Kee-Wee)  
**SHOE POLISH**

**SURVEYS PROVE Marines Prefer KIWI 38 to 1**

Gives Shoes Richer Color!  
Covers Scuff Marks!

**KIWI Shoe Polish**



BLACK • TAN • BROWN • BLUE • DARK TAN • MID-TAN  
OXBLOOD • MAHOGANY • CORDOVAN • NEUTRAL

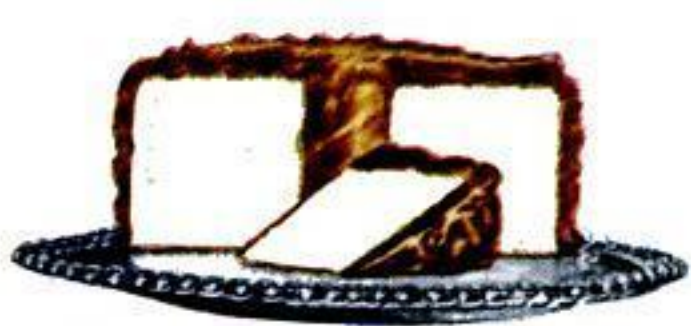


# Only the *New* Sunbeam MIXMASTER

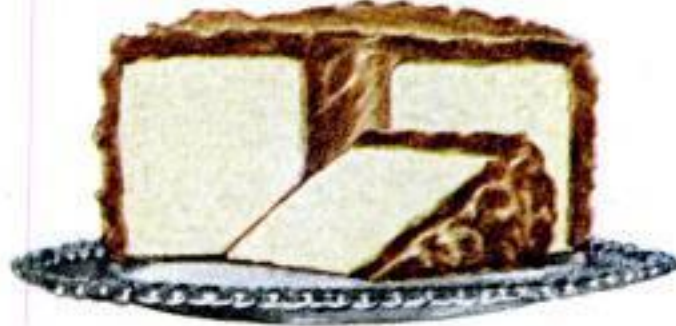
REG. U. S. PAT. OFF.

## gives you all these advantages!

### LIGHTER...HIGHER... FINER TEXTURED CAKES!



Made with  
**ORDINARY FOOD MIXER**

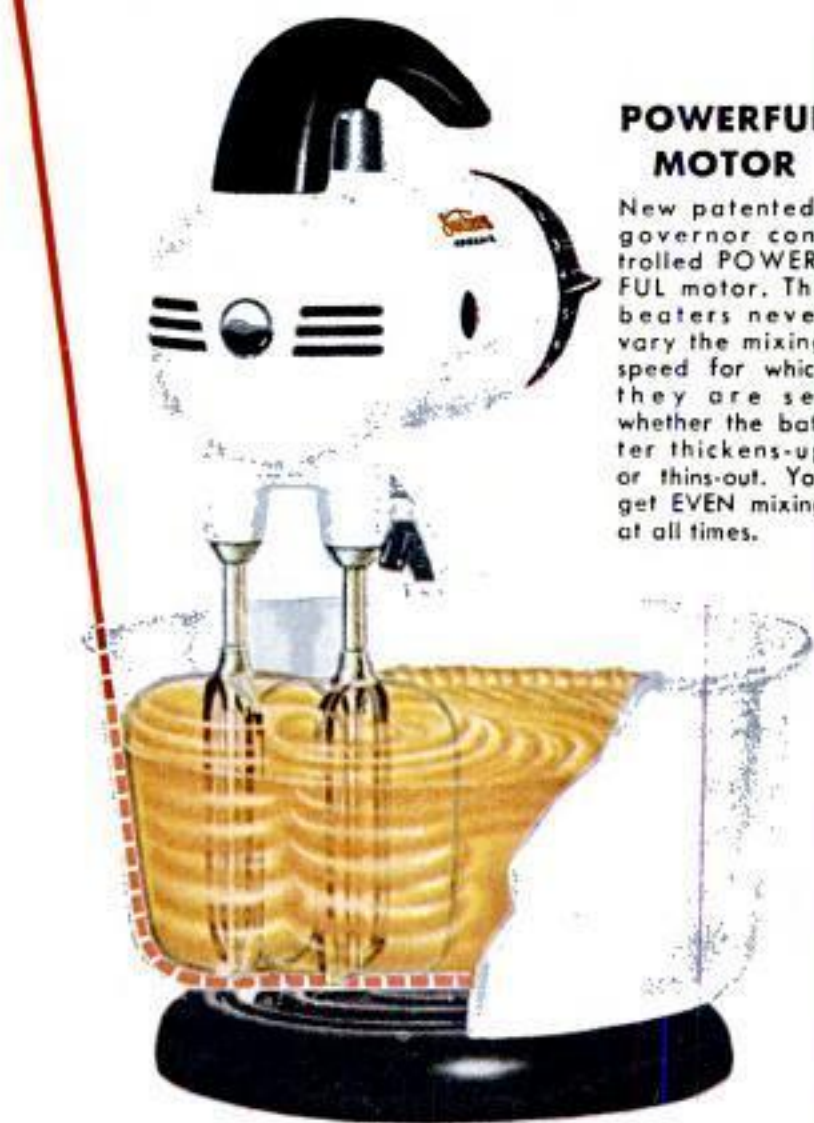


Made with *NEW*  
**Sunbeam MIXMASTER**

The above actual photograph shows sections of angel food cakes made in baking tests with the best of the ordinary food mixers and with the new Sunbeam. You can SEE and TASTE the difference when your food mixer is the new Sunbeam Mixmaster. Sunbeam Mixmaster's higher, lighter, finer textured cakes are a result of the better mixing and greater aeration the new larger Bowl-fit beaters give you.

*More even mixing and  
greater aeration with  
these new, exclusive*

### BOWL-FIT BEATERS!



#### POWERFUL MOTOR

New patented-governor controlled POWERFUL motor. The beaters never vary the mixing speed for which they are set whether the batter thickens-up or thins-out. You get EVEN mixing at all times.

See how all the batter is carried into and through the new large BOWL-FIT BEATERS—how their surfaces conform to the contours of the bowl. No piling up of dry ingredients on the outer edges. No unmixed whirlpools. No by-passed pockets. All the batter gets a thorough, even mixing in LESS TIME—*automatically*.

The larger outside BOWL-FIT beater is curved to fit the contour of the bowl all the way to the bottom. The larger inside BOWL-FIT beater is shaped to cover the flat bottom surface all the way to the center. You get these exclusive Bowl-Fit beaters only in the new Model 10 Automatic Sunbeam Mixmaster.



#### Famous MIX-FINDER DIAL

You have the perfect, scientifically-correct mixing speeds right at your fingertips. They are all plainly indicated on the new convenient Dial. EASY-TO-SEE, EASY-TO-SET.

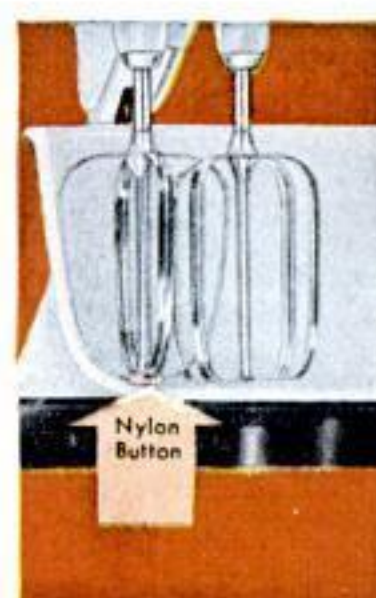
#### NEW, LARGER HEAT-RESISTANT BOWLS

Both bowls are now larger. The large bowl now holds 4 quarts for generous quantities of batter.



#### AUTOMATIC JUICE EXTRACTOR

Oscillating strainer automatically joggles the juice out of the pulp. Faster. Easier-to-use. Easier-to-clean. You don't attach this juicer—just turn down handle and set it on cone.



#### AUTOMATIC BOWL-SPEED CONTROL

A nylon control button automatically keeps beater-speed and bowl-speed uniform at all times. The bowls revolve by themselves. No hand turning.



#### AUTOMATIC BEATER- EJECTOR

Tilt the handle—out drop Bowl-fit beaters individually, for easier cleaning. No pulling. No messy fingers. An EXCLUSIVE Mixmaster advantage.



*Good Companion  
of America's good-eating*

Nature stores in

Pine

her most



CHUNKS



TIDBITS



CRUSHED





# Pineapple

## refreshing flavor

You can set out Pineapple in golden glassfuls, chunks or tidbits, crushed or slices. You can start or end just *any* meal with Pineapple—or team this good companion fruit with main course dishes—and never tire of tasting Nature's most *refreshing* flavor. So many families like canned Pineapple in so many ways that it is kept on hand in more home pantries than any other fruit!

Very good for health, of course—the tropic sun makes sure you get quick food energy and protective vitamins and minerals in canned Pineapple. Because it's plentiful now—at welcome low cost—don't let a day slip by without enjoying the flavor zing of Pineapple!



*Canned for you 5 wonderful ways!  
Gives a lift to any meal or dish!  
Never has been...never can be...  
another fruit like Pineapple!*

*Pineapple Growers Association*



# NOW! New '53 UHF-VHF TELEVISION!

# SYLVANIA TV

## with Bigger Better-Than-Ever HALOLIGHT\*

The Original Frame of Light That's Kinder to Your Eyes!

**F**OR 1953, Sylvania presents some of the greatest engineering advances ever made in television!

Now Sylvania brings you the new, improved HALOLIGHT for even greater viewing comfort . . . amazing freedom from interference or distortion . . . and the clearest, brightest pictures ever seen in television.

Compare Sylvania's great new features . . . the powerful Stratopower "508" Chassis that provides higher voltage for brighter pictures and sharper focusing . . . the world's most precise Ultrapower Tuner for superior re-

ception even in distant fringe areas . . . automatic "Triple-Lock" design for rock-steady pictures and many other exclusive advancements.

### All-Channel UHF-VHF Reception

Every 1953 Sylvania set has provision for All-Channel UHF-VHF reception—either built-in or with external converter—with one knob tuning for all channels.

Visit your nearest Sylvania dealer today. You will enjoy a thrilling eye-and-ear demonstration of the finest in television today—bar none!

### 1953 HALOLIGHT

#### Bigger and Better than Ever!

This year, Sylvania's famous HALOLIGHT brings even *more* comfort and ease to television viewing. The HALOLIGHT frame is broader . . . the light is smoother, more restful...the picture seems larger, clearer.

#### Why You Need Light Around Your TV Picture



In a conventional set, there is a sharp contrast between picture and darker surroundings.



HALOLIGHT surrounds the picture with a frame of soft light—no unpleasant contrast.



**The ARLINGTON**—21" Table Model with HALOLIGHT. Handsomely styled cabinet of hand-rubbed mahogany veneer . . . also in blonde. Available with built-in UHF reception.

#### Colorful Sylvania Radios



These compact Sylvania AC-DC table radios, magnificent in tone and sensitivity are beautifully designed in 5 striking Furniture-Guild colors: Primrose Yellow, Cardinal Red, Chartreuse, Bottle Green and Hickory Brown. Also in Ebony, Ivory and Mahogany colored plastic. The famous Sylvania Radio-Clock is available in the same colors.

\*Sylvania Trademark



**The KENSINGTON**—Strikingly different 21" Corner Console Ensemble with HALOLIGHT. French Provincial styling in mahogany veneer, uniquely designed for space saving. Corner Cases optional. Available with built-in UHF reception . . . At left—the Kensington in maple, without Corner Cases.



# SYLVANIA

## TELEVISION

Television Sets; Radios; Radio Tubes; Television Picture Tubes; Electronic Products; Electronic Test Equipment; Fluorescent Lamps, Fixtures, Sign Tubing, Wiring Devices, Light Bulbs; Photolamps.  
Sylvania Electric Products Inc., Radio and Television Division, 254 Rano Street, Buffalo 7, New York. See SYLVANIA'S BEAT THE CLOCK on CBS-TV.





A NEOLITHIC SKULL, SURROUNDED BY GROWING STALAGMITES, IS ENCRUSTED WITH STONE DEPOSITED BY A DRIPPING STALACTITE. JAWS ARE AT BOTTOM

## BONE BONANZA

Remains of a neolithic society  
are discovered in a French cave

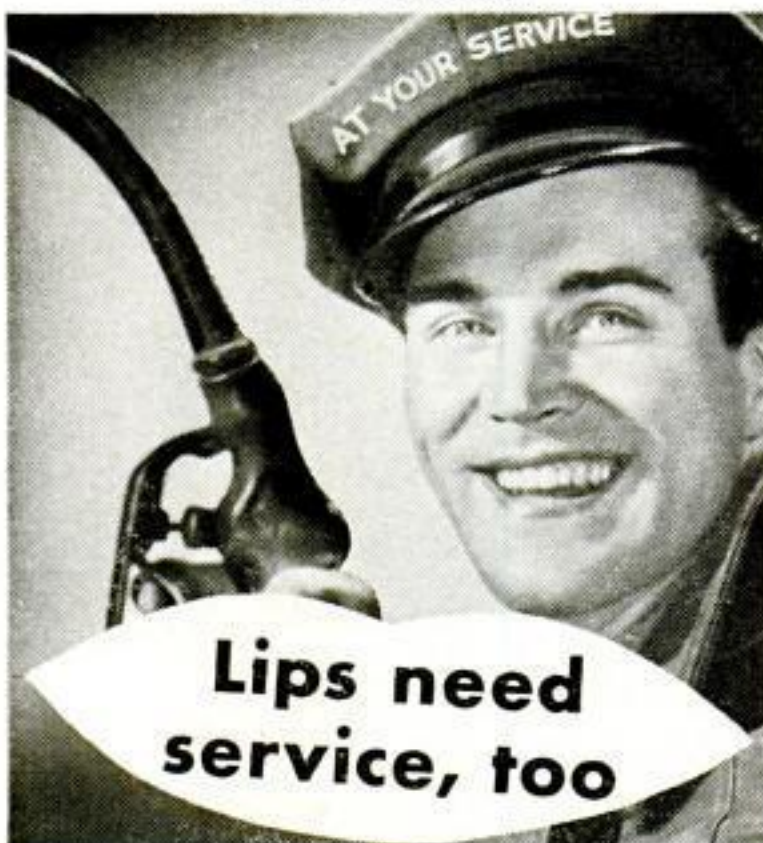
Near the village of Trèves, northeast of the Pyrenean cavern where a French cave explorer recently fell to his death (LIFE, Sept. 1), a group of Sunday spelunkers have discovered an archaeological bonanza. Wading through an icy subterranean lake, they came upon a chamber in which lay the skeletal remains of some 350 prehistoric humans. The cave, a burial place of neolithic man, had been sealed off about 5,000 years before by the lake waters.

Though neolithic finds are frequently made in Europe, they usually yield only a few skeletons. But the new cave contains a cross section of a whole neolithic society. Because it does, archaeologists will be able to draw some general conclusions about that society and will present the first accurate account of one group of modern man's ancestors. They have already estimated that the average life span of these early Frenchmen was less than 40 years.





Dry, parched lips are soothed instantly, lastingly with 'CHAP STICK'—the lip balm preferred by millions.  
'CHAP STICK'—specially medicated—extra soothing.



For sure, speedy relief—service your chapped, weather-sore lips with famous 'CHAP STICK'.  
'CHAP STICK' keeps lips fit



'CHAP STICK' is specially medicated, specially soothing and the only antiseptic lip balm.  
Buy a personalized 'CHAP STICK' for every member of your family.

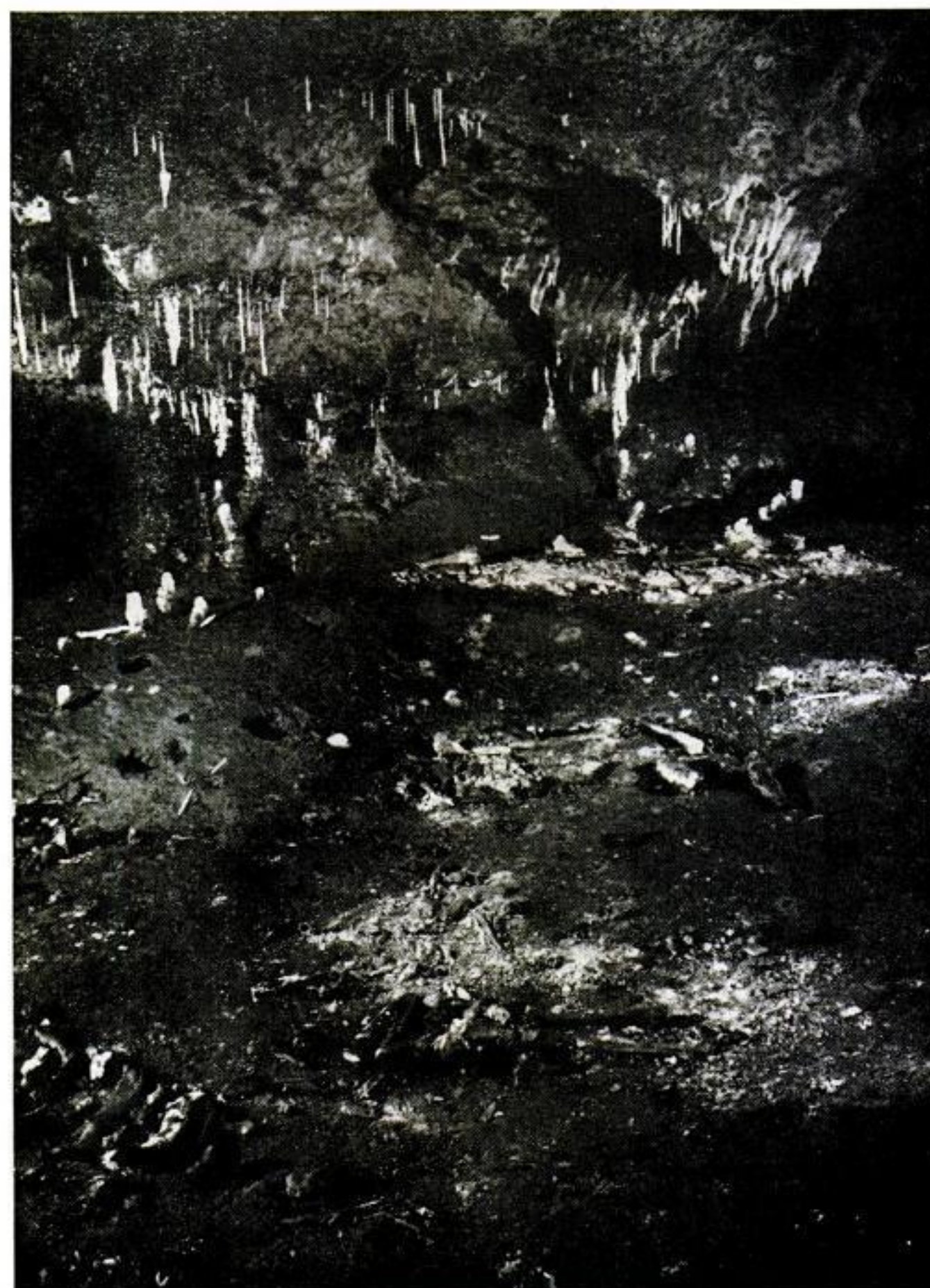
Take 'CHAP STICK' with you wherever you go. Pocket-size, easy to apply. Relief is swift and long lasting. And be sure to buy a *personalized*\* 'CHAP STICK' for every one in the house—each individually marked for quick identification.

Think of 'CHAP STICK' first for dry, chapped, cracked lips. Say "no" to substitutes—insist on 'CHAP STICK'—the only antiseptic lip balm.

\* For all hands that work, there's nothing like 'CHAP-ANS'—the man's hand cream.



PROTECTIVE LAKE barred predatory animals and curious men from the burial ground and thus preserved it intact. At the center is cave's entrance.



THREE BODIES left outlines on the floor of the cave with the light dust and fragments from their crumbling bones. Heads are at right, feet at center.

## NEW! Dr. Scholl's Chlorophyll FOAM INSOLES



LIKE WALKING ON PILLOWS!  
Keep Your Feet Delightfully



Fresh!  
Air-Cushioned!  
Air-Ventilated!  
Air-Cooled!



Chlorophyll Treated Foam Insoles for Dry, Cool, Comfortable Feet!

PERFORATED, VENTILATED—so essential to foot health

Wear Dr. Scholl's CLORO-VENT Foam Insoles in your shoes, for the most delightful walking ease imaginable. They are wonderful, too, for relieving pain, callouses, burning, tenderness on soles of feet. *Perforated to ventilate* your feet as you walk—so essential to foot health. Get Dr. Scholl's CLORO-VENT Foam Insoles today. Only 69¢ a pair. Sizes for men and women. At Drug, Shoe, Department, 5-10¢ Stores and Dr. Scholl's Foot Comfort® Shops in principal cities the world over.

## Dr. Scholl's CLORO-VENT FOAM INSOLES

Puss 'N Boots adds the PLUS!



Quality makes it America's largest selling Cat Food



Whenever you write to LIFE about your subscription

Be sure you've included your postal zone number!

Get aboard the Gravy Boat



## GYRO SKID-CONTROL



See it! Try it! Feel the Gyro safety-thrust pull you out of skids. All-weather, automatic, instant-acting under all conditions. Test-drive today on your car.



CONTINUED ON PAGE 102



# TIME OUT!

## FOR A FALL CHECK-UP!

Let your **TEXACO DEALER** get your car ready for winter

- He will protect your engine with **CUSTOM-MADE HAVOLINE**. It's *heavy-duty* . . . the best motor oil your money can buy.
- He will protect your chassis against wear, with **MARFAK**. Enjoy that cushiony feeling that lasts 1,000 miles or more.
- He will protect your transmission and differential with the *correct* winter grades of superior quality Texaco lubricants.
- He will protect your radiator with safe and sure Texaco PT anti-freeze. It's anti-boil (non-evaporating) and

anti-rust. You're free from freeze-ups because PT stays PuT all winter.

- He will help you get quicker power at the start, in traffic and on the hills with **Texaco Sky Chief**, the premium gasoline with Volatane Control that gives you high powered *punch* . . . or famous, **Texaco Fire-Chief** at *regular* gasoline prices.

- Don't wait. Take **TIME OUT** today and get all this protection and more for your car — at your Texaco Dealer . . . *the best friend your car ever had.*



**THE TEXAS COMPANY**  
**TEXACO DEALERS IN ALL 48 STATES**

*Texaco Products are also distributed in Canada and Latin America*



**TUNE IN:** On television — The **TEXACO STAR THEATER** starring **MILTON BERLE**. See newspaper for time and station.



*Never before...the finest in diamonds...plus  
the greatest protection against loss—*

# Columbia "tru-fit"

diamond rings

**"TRU-FIT"**  
—self-adjusting,  
built-in 14 Kt. gold  
spring unit—prevents  
turning—assures  
perfect fit.

Old fashioned ring guards  
no longer necessary.

Ordinary  
rings fit  
the knuckle only  
—then twist and  
turn on finger.

Columbia "TRU-FIT" contracts  
over knuckle then automatically  
adjusts to fit perfectly.

\$500.      \$250.      \$150.

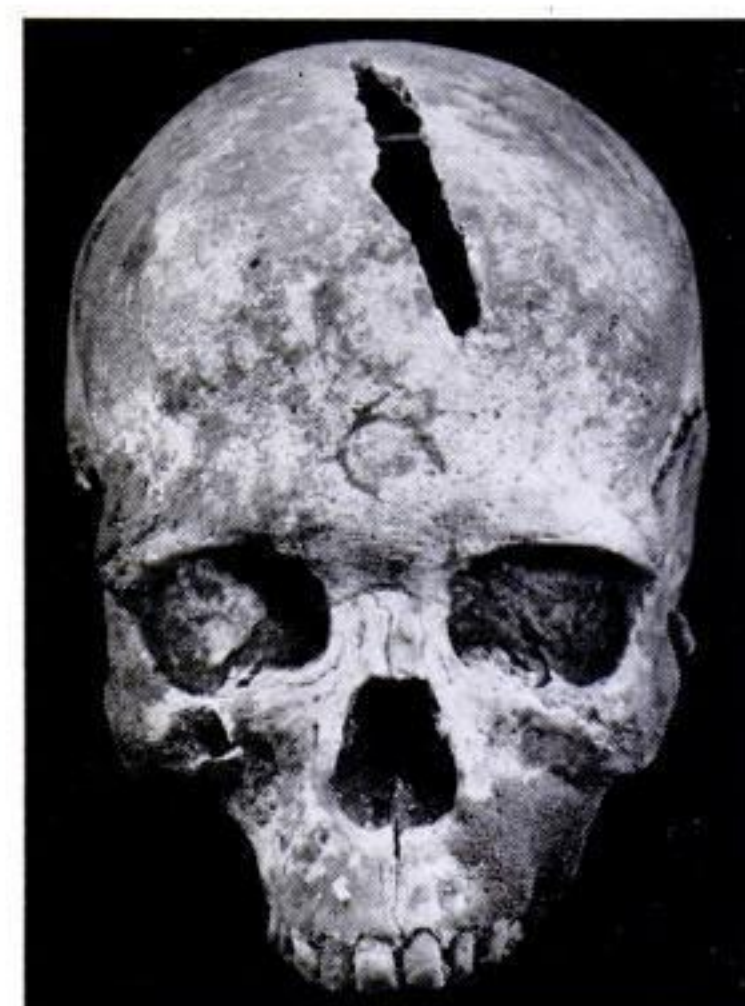
Columbia "TRU-FIT" Diamond Rings  
cost no more than ordinary dia-  
mond rings. Complete assortment  
of styles from \$100 to \$5,000.

Columbia and Lady America "TRU-FIT" Diamond Rings  
Exclusive Product of AXEL BROS., Inc., Long Island City 1, New York

## Bone Bonanza CONTINUED

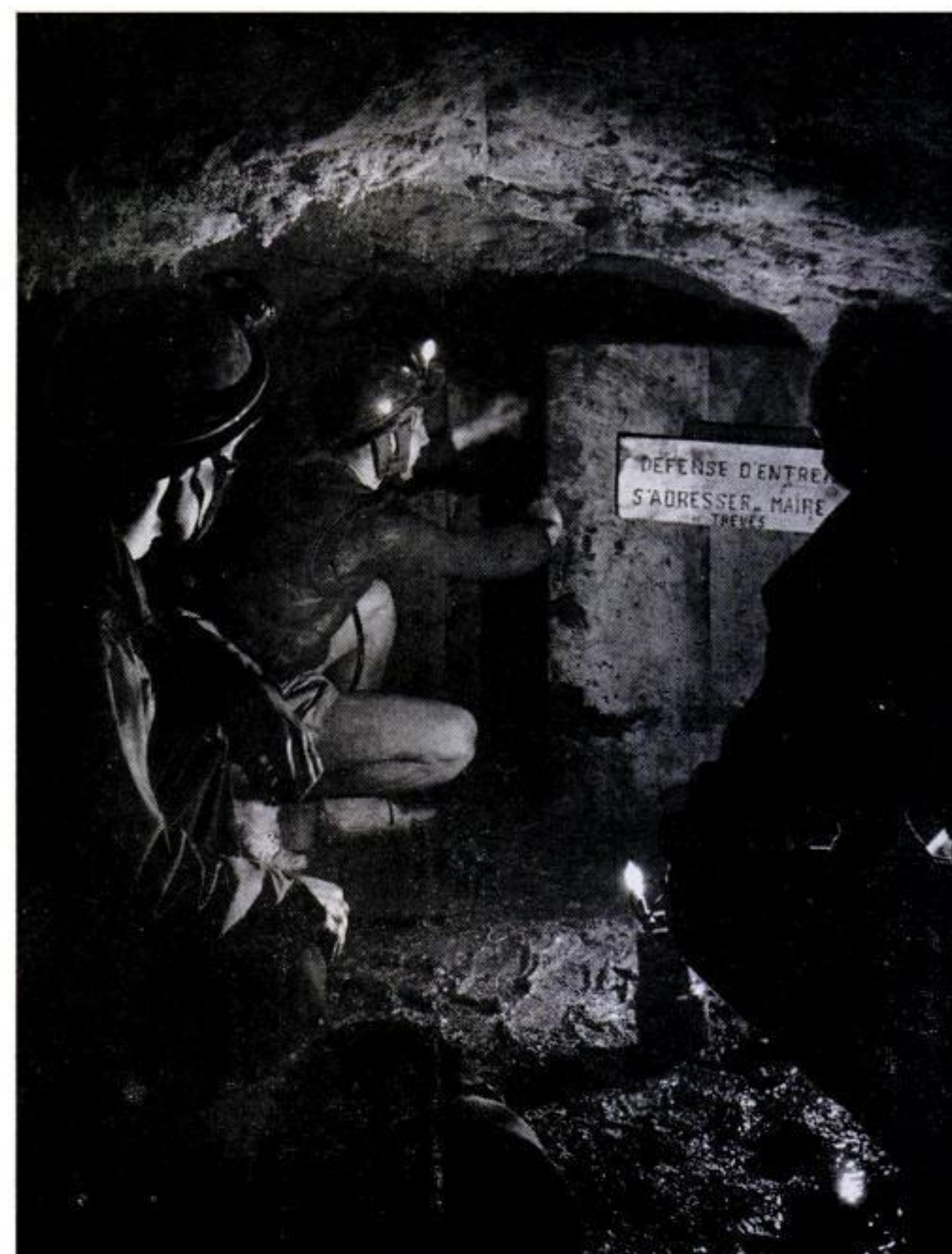


**DISJOINED SKELETON**  
found lying near skull of a  
baby may be that of a woman  
who died just after childbirth.



**CRACKED SKULL** shows  
that its owner may have died  
from the violent blow of an  
enemy's primitive stone ax.

**HEAVY DOOR** (below) pre-  
vents sightseers from disturb-  
ing bones. Sign says, "Do not  
enter. See mayor of Trèves."



**Don't offend  
your friends!**

**take NEW!**

# COLDS CAUSE BAD BREATH

**LUDEX'S  
Chlorophyll  
COUGH DROPS 10¢**  
CLEANS BREATH · SOOTHES THROAT

- **LUDEX'S MEDICATION** soothes your throat
- **NATURE'S CHLOROPHYLL** cleans your breath

**Don't Get Left... GET RY-KRISP!**

**Make Your Bread RY-KRISP!**

**Famous Reducing Plan on every package**

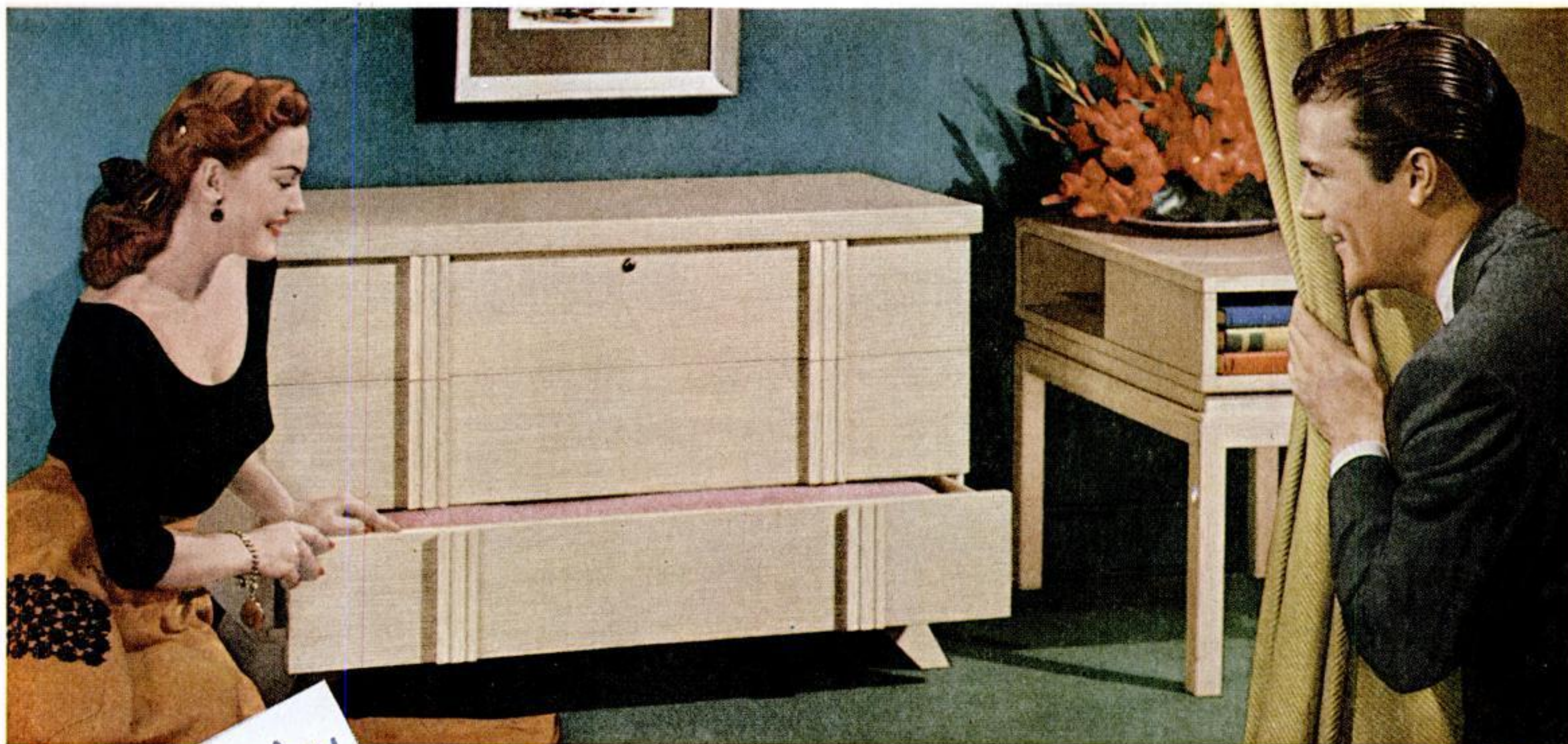
Filling, far more hunger-  
satisfying than soft, quickly  
eaten breads. Whole-grain-  
rich in proteins, minerals  
and B-vitamins.

**COMPARE THE CALORIES...**

Ry-Krisp... 1 double-square wafer...	21
Bread... 1 slice.....	63
Plain roll or bun.....	118
Biscuit or muffin.....	129



What a wonderful way to say, "I love you!"



Beautifully clean-cut modern chest in blond oak; large drawer in base. Model #2852—\$79.95\*  
Also in White Fawn mahogany, model #2853. Striking modern table, also by Lane.

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**Handsome 18th Century Chest** in rich mahogany. Patented—and so convenient—self-lifting tray. Model #2601—\$59.95.\*



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**Unusual modern chest** in handsomely grained walnut. Note the rounded contour of the base and lid. Model #2877—\$59.95.\*



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**Graceful Queen Anne Lowboy** in fine mahogany. Full-length drawer in base. Model #2805—\$89.50.\*



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*Fine time to  
help yourself to*

# Apple Pie



## Now! Chill-Blended for Flakier Crusts

*New exclusive method of blending  
in shortening at LOW temperatures gives  
flakier, more tender crusts—without fail.  
You just add water.*



Make this simple test. Rub a little Pillsbury Pie Crust Mix between your fingers and feel how completely the particles of shortening are distributed throughout the flour. Some particles feel about the size of a pea—the others the size of coarse meal. Under the heat of the oven they puff, bubble and bake into the flakiest of crusts. Don't you want to try it?



# Pillsbury Pie



# à la Pillsbury!

*Anybody [really anybody] can make extra flaky pie crust with Chill-Blended Pillsbury Pie Crust Mix*

Juicy apples, golden with spice, all wrapped up in the very flakiest of crusts!

It's apple pie "what is apple pie". Why don't you make one like this?

The pie apples are ready now. Your grocer has Pillsbury Pie Crust Mix

(Chill-Blended by an exclusive Pillsbury process to make the tenderest, flakiest crust you ever touched a fork to). And Ann Pillsbury's special recipe for apple pie is on the back of the package. Doesn't this all add up to apple pie time at your house?

Wouldn't that be good?



## **Crust Mix**

**THE CHILL-BLENDED MIX**

National Apple Week, Oct. 23—Nov. 1



BETTY HUTTON, starring in "SOMEBODY LOVES ME," A Perlberg-Seaton Production. A Paramount Picture—Color by Technicolor.



**BETTY HUTTON . . . Lustre-Creme presents** one of Hollywood's most glamorous stars. Like the majority of top Hollywood stars, Miss Hutton uses Lustre-Creme Shampoo to care for her beautiful hair.

## The Most Beautiful Hair in the World is kept at its loveliest ...with Lustre-Creme Shampoo

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**You, too, like Betty Hutton,** will notice a glorious difference in your hair, after a Lustre-Creme shampoo. Under the spell of its lanolin-blessed lather, your hair shines, behaves, is eager to curl. Hair dulled by soap abuse . . . dusty with dandruff, now is fragrantly clean.

Rebel hair is tamed to respond to the lightest brush touch. Hair robbed of its natural sheen now glows with renewed highlights. Lathers lavishly in hardest water . . . needs no special after-rinse.

**No other cream shampoo** in all the world is as popular as Lustre-Creme. For hair that behaves like the angels and shines like the stars . . . ask for Lustre-Creme, the world's finest shampoo, chosen for "the world's most beautiful hair"!



The beauty-blend cream shampoo with LANOLIN. Jars or tubes, 27¢ to \$2.

**FAMOUS HOLLYWOOD STARS use LUSTRE-CREME SHAMPOO for GLAMOROUS HAIR**





HEROINE OF NEW ITALIAN FILM "VOICE OF SILENCE," A DECENT GIRL LED INTO DELINQUENCY, AUCTIONS OFF HER CLOTHES TO GET MONEY TO BUY A CAR

# ITALIAN FILM INVASION

## Movies graduate from 'art' theaters to popular U.S. market

The half-naked girl above, standing surrounded by a crowd on a genuine landmark—the Palatine Hill—of Rome, sums up the mixture of sex and naturalism which is the trademark of the postwar Italian film. Skillfully exploited, it has made the Italian industry the nearest thing to a rival of Hollywood existing today.

Italy was a great film center 40 years ago, when the original *Quo Vadis* was introducing the word colossal to the cinematic vocabulary. After having been stifled by Fascism, the industry came to life at the end of the war when

young directors went out into the streets and ruins to record the drama of the life around them. Pictures like Roberto Rossellini's *Open City* overwhelmed critics and audiences over the whole world with their raw honesty, their frank treatment of sex and violence.

The artistic triumph has sparked off a business expansion. Shooting past the English and French, the Italian industry has in the last year taken second place, behind America, in the world market. Now it is making a big effort to enter the American market, notori-

ously unreceptive to foreign-language movies.

Last week a group of leading stars and directors came to New York for a Salute to Italian Films Week, presenting a selection of the best current product. It is hoped that eventually Italian films, aimed at a mass audience, will not be restricted to "art" theaters but play in all the neighborhood houses of the land. Successful or not, the effort is giving America a chance to see a wide variety of provocative films and to get acquainted with some equally provocative beauties (cover and pp. 112, 113).





We have artistic souvenirs...



You've been so foolish - we lost so much time... so many kisses...



I might - perhaps...



You've been so wicked!

### THE LANGUAGE BARRIER

For American audiences Italian film-makers try to hurdle the barrier of language with English subtitles. But subtitles, like these from the current *Times Gone By*, are annoying to read and usually inadequate. More and more, Italian films exported to the U.S. will have English dialog dubbed in to replace the Italian.



FRENCH COMIC, FERNANDEL PLAYS A PUGNACIOUS COMMUNIST-FIGHTING PRIEST IN "DON CAMILLO"

## REALISM: TO BE OR NOT TO BE?

A paradox weighing on the Italian movie industry is that the films which made its reputation abroad are the least appreciated at home. These are the movies of the so-called "neo-realist" school whose most vocal exponent is Screenwriter Cesare Zavattini. As Zavattini sees it, the ideal neo-realist film—like the famous *Shoeshine* and *The Bicycle Thief* he wrote for Director Vittorio de Sica—uses no professional actors at all, only ordinary people taken off the streets and shown doing things they would be doing in ordinary life. "We have 48 million potential actors in Italy," says Zavattini. "We want to show the wonders of reality. Our idea is to show people things that happen under their own eyes, to enable them to savor life, to enjoy the flavor of every day."



WRITER ZAVATTINI

In practice neo-realist films have concentrated on the pathetic or the cruel, on poverty or crime, culminating in De Sica's and Zavattini's latest, *Umberto, D.*, an almost unrelieved lament over the fate of a friendless old man. The Italian public, which sees plenty of misery in its daily life, has never shown enthusiasm for seeing the misery all over again on film. It

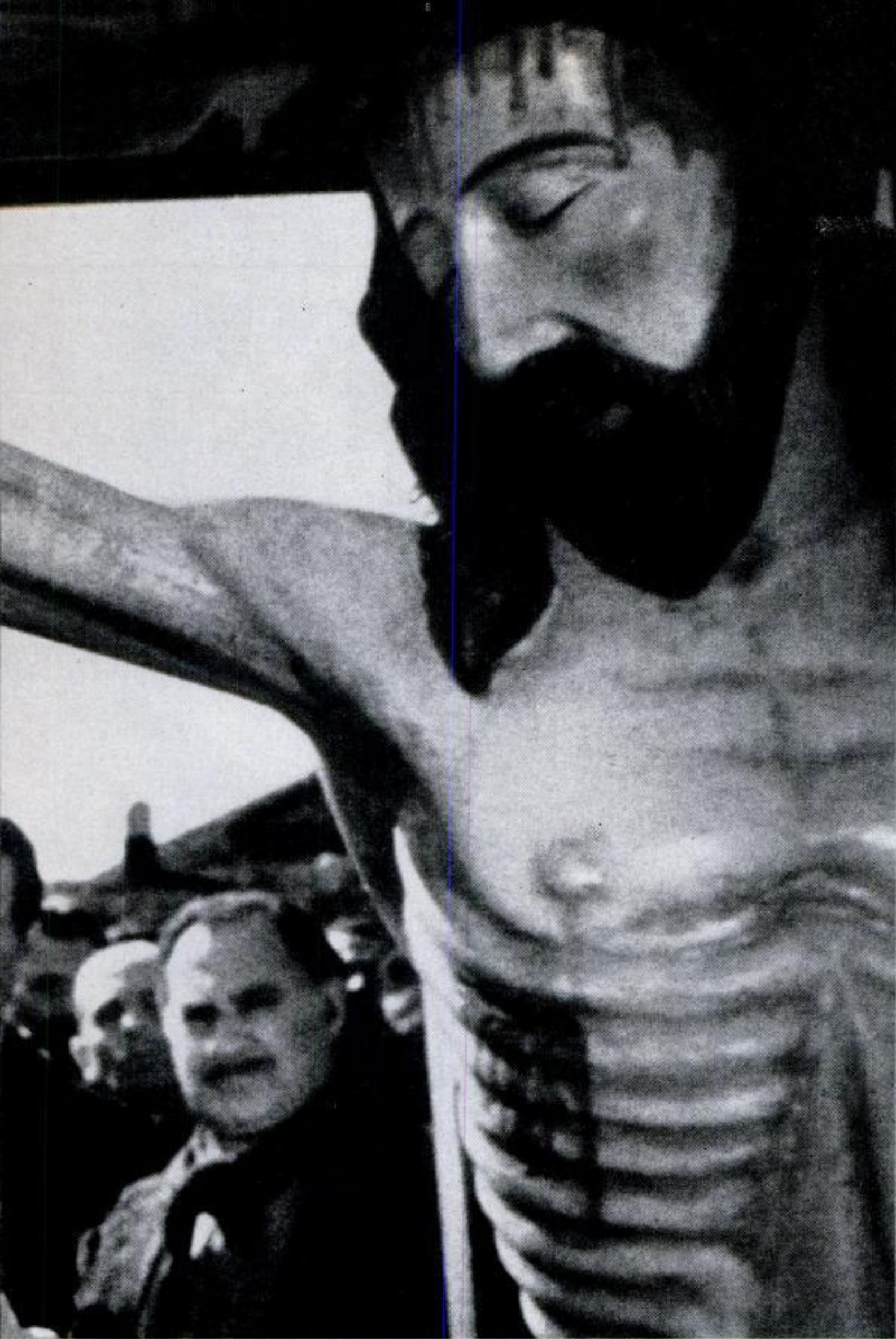
prefers escapist fare from Hollywood or the Italian imitations of Hollywood: melodramas, improbable musicals, slapstick comedies. In addition there is a strong feeling that the neo-realists give the world a false and degrading impression of Italy. The government official who holds life-and-death power over the industry through his control of government subsidies recently scolded De Sica for not showing "sound and constructive optimism." Government and public prefer period pieces like *Times Gone By* (left), farces, musicals, film versions of best sellers like *The Little World of Don Camillo* (above).



DIRECTOR DE SICA

The trouble is that many, if not most, of these popular works are of too poor quality to be shown abroad. But unless they are exported they cannot earn back the money their production cost. And even if the neo-realist films turn out not to be profitable, men like Zavattini insist that the future of Italian films is bound to them. "It is a crime . . . to make Esther Williams movies if we don't use our moral conscience and also make films of real life we see before us. It would be like using soap only to make bubbles and never to wash yourself with."





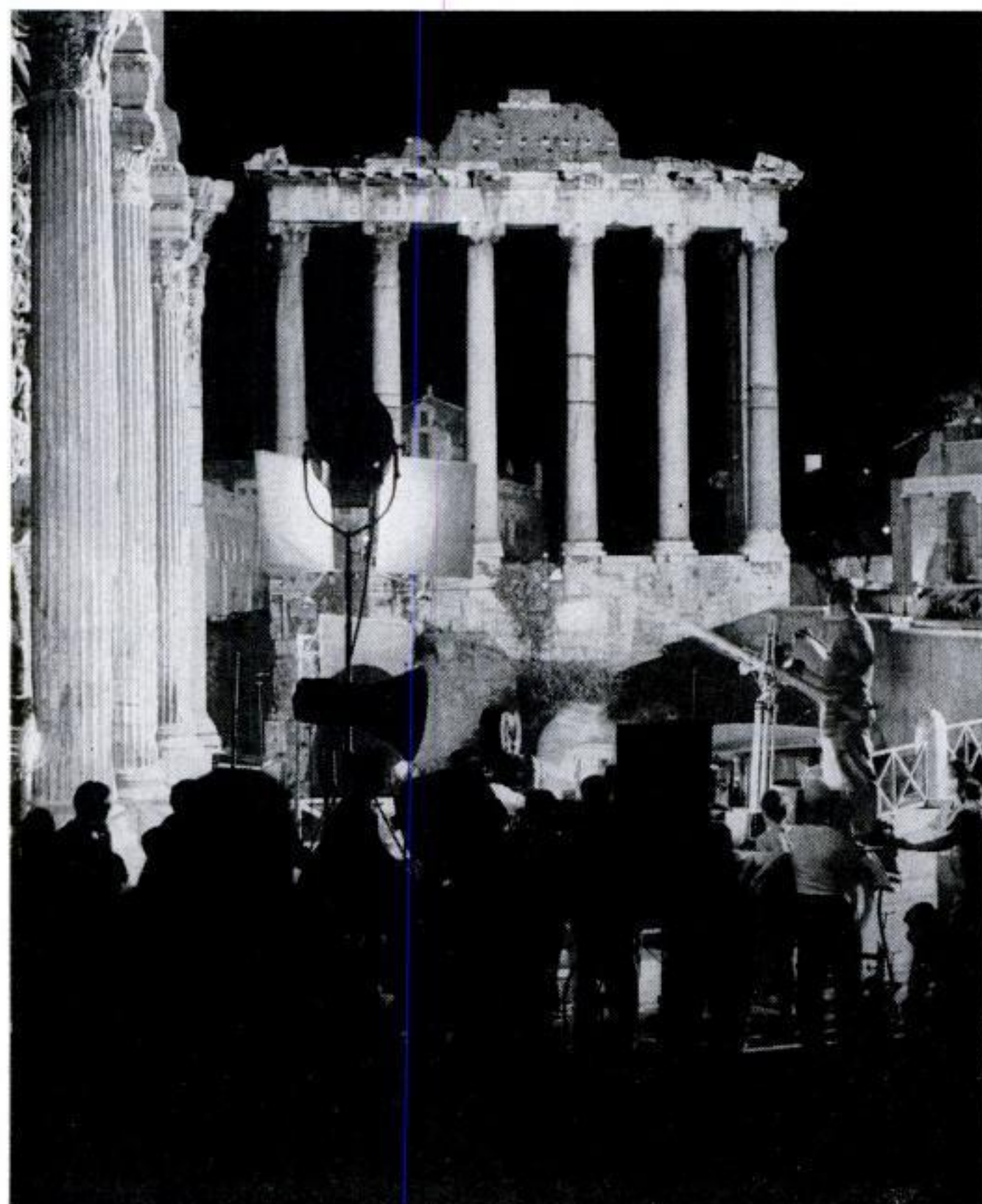
HE IS ONE OF FOREIGN STARS ATTRACTED BY ITALY'S FILM RENAISSANCE



**RELIGION** is a popular theme, as in *Anna* in which Silvana Mangano (left), best known to Americans hitherto for her lovely legs (*Bitter Rice*), plays role of a nun.



**SLAPSTICK** is purveyed by Italy's leading comic, Totò, here climbing around a revolving door in a hotel lobby in the role of a Tarzanlike inhabitant of the jungle.



**ROMAN RUINS** save money by serving as natural background for Italian films as well as for visiting American movie companies, like the one pictured here.



**LOW COMEDY** in *O.K. Nerone*, a burlesque extravaganza filmed on the sets left over from M-G-M's *Quo Vadis*, spoofs this supercolossal American production.





IN "BELLISSIMA" MOTHER AND DAUGHTER WATCH DAUGHTER'S SCREEN TEST FROM PROJECTION BOOTH



THIEVING MOTHER TRIES TO CONVINCE A COP



BUT THE DAUGHTER MUFFS HER ACTING TEST AND DOES LITTLE MORE THAN BAWL HER HEAD OFF



THE LOVERS IN "TWO CENTS WORTH OF HOPE"

## MISERIES OF A MAMMA



VISCONTI

Father of the neo-realist school is Luchino Visconti, 46, a descendant of one of Italy's oldest and noblest families. In 1942 he produced a remarkably raw and racy movie version of James M. Cain's novel, *The Postman Always Rings Twice*, using natural settings with brilliant effect. (Since he used the book with a fine aristocratic disregard of international copyright laws, the film has never been allowed to be shown in the U.S.) His latest work, *Bellissima*, is a showcase for

the talents of Italy's greatest actress, Anna Magnani (LIFE, Feb. 13, 1950). She plays a screen-struck Roman mother who is determined to make her poor little daughter into a movie star. She goes about it with magnificent bustle, self-sacrifice and disregard of everybody else until she learns to her horror that her little idol has no chance at all in the movies except as a figure of fun.

The movie marks a break with the tradition Visconti himself helped to establish by its relative cheerfulness and by permitting itself the luxury of a happy ending. Recently the director has further outraged his neo-realist admirers by announcing that the subject of his next film will be an 18th Century love story.

## TRIBULATIONS



CASTELLANI

*Two Cents Worth of Hope* is the most popular neo-realist film that has yet been made. It follows the orthodox tradition in using no professional actors and in recounting the lives of abysmally poor people in a run-down village on the slopes of Vesuvius. But it is light-hearted and optimistic throughout, and its general view of life is that youth will have its way and that love conquers all. The idea for the picture came to its director, Renato Castellani, while he was making another film,





THAT SHE HAS NOT STOLEN NEIGHBOR'S RABBIT

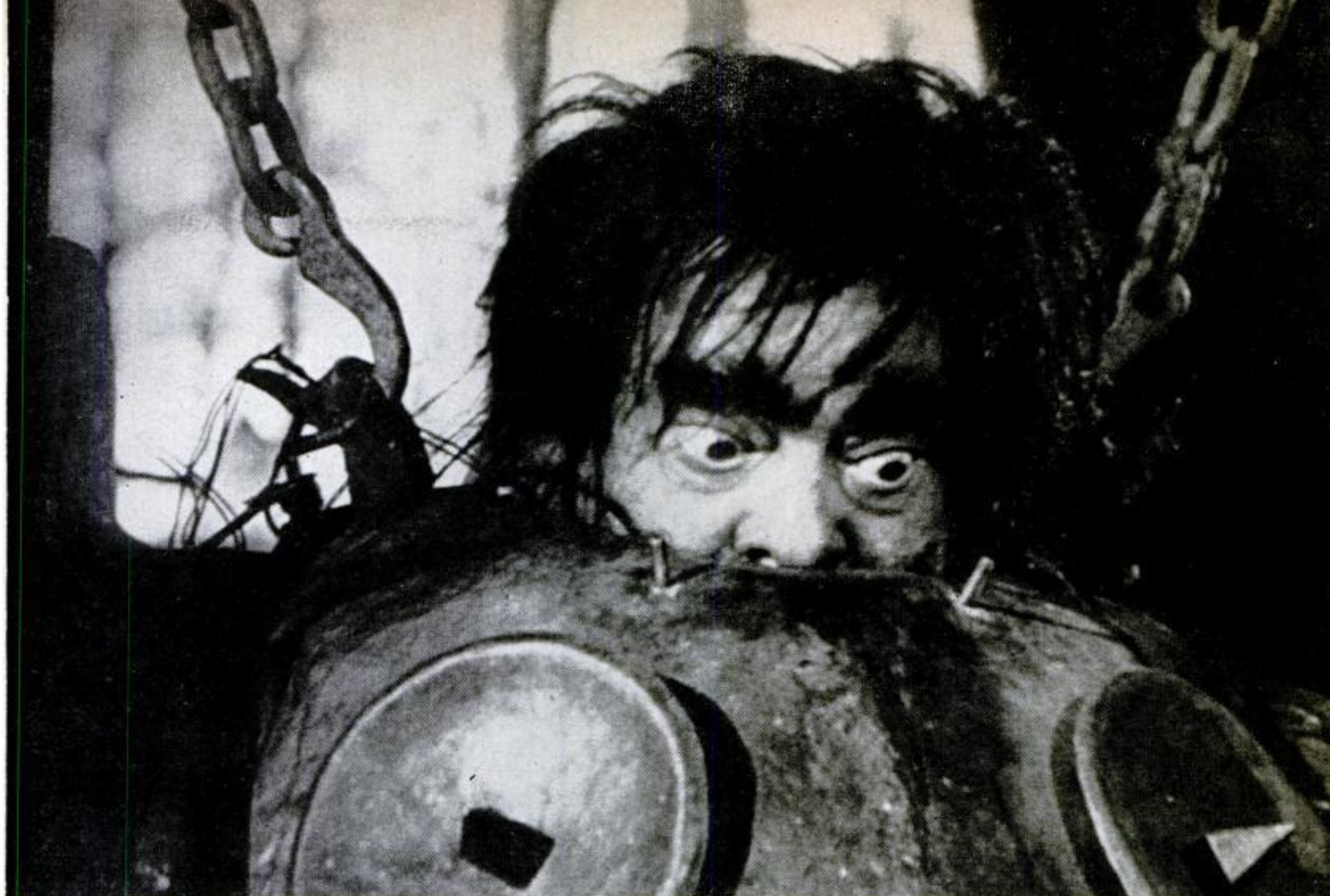


SNATCH A MOMENT FROM TROUBLES FOR A KISS

## OF TRUE LOVE

when he ran into a soldier from Naples who told him the story of his life back home.

Castellani had the soldier's story taken down in shorthand, and this formed the basis of the movie script. As treated there, the soldier comes back from army service to his native village near Naples, where his life turns into a series of unmitigated disasters. What with his hungry sisters, his thieving busybody of a mother, a rich woman who keeps draining off his blood for her sick son, a chronic inability to keep a job for more than a few days, and a spitfire sweetheart who blows up her father's fireworks factory because she is jealous, he is sometimes on the verge of losing his temper. But everything turns out all right in the end.



ALDO FABRIZI, WHO IS THE ONLY PROFESSIONAL ACTOR IN "ST. FRANCIS," PLAYS A BUG-EYED TYRANT



BROTHER JUNIPER, TYRANT'S MEEK VICTIM, IS PLAYED BRILLIANTLY BY A REAL FRANCISCAN MONK

## SUFFERINGS OF A SAINT



ROSSELLINI

Roberto Rossellini is the best known of Italian directors to U.S. audiences, for his *Open City* (1946), his *Paisan* (1948), his marriage to Ingrid Bergman (1950) and the censorship row stirred up over his *Miracle* (LIFE, Jan. 15, 1951). His newest picture to be released in the U.S. keeps up his reputation for doing the unexpected. Called *St. Francis, Jester of God*, it is a group of unconnected episodes based on the stories and legends that grew up around St. Francis of Assisi and his

followers. The principal actors are Franciscan monks from a monastery near Rome. In scenes of rare and quiet grace they dance and run and sing praises to God. Best actor is the monk who plays Brother Juniper. A holy half-wit, Juniper is always embarrassing the others by his excesses of literal zeal. He gives all his clothes to beggars, leaving himself naked. He makes pig's foot broth for a sick man by cutting a foot off a live pig, then lectures the squealing animal on the delight of serving the Lord. He blunders into a camp of barbarians who are besieging an Italian town and are led by an ogreish chieftain. He is tortured and threatened with death until his simple goodness finally overcomes even the monster and saves the town.





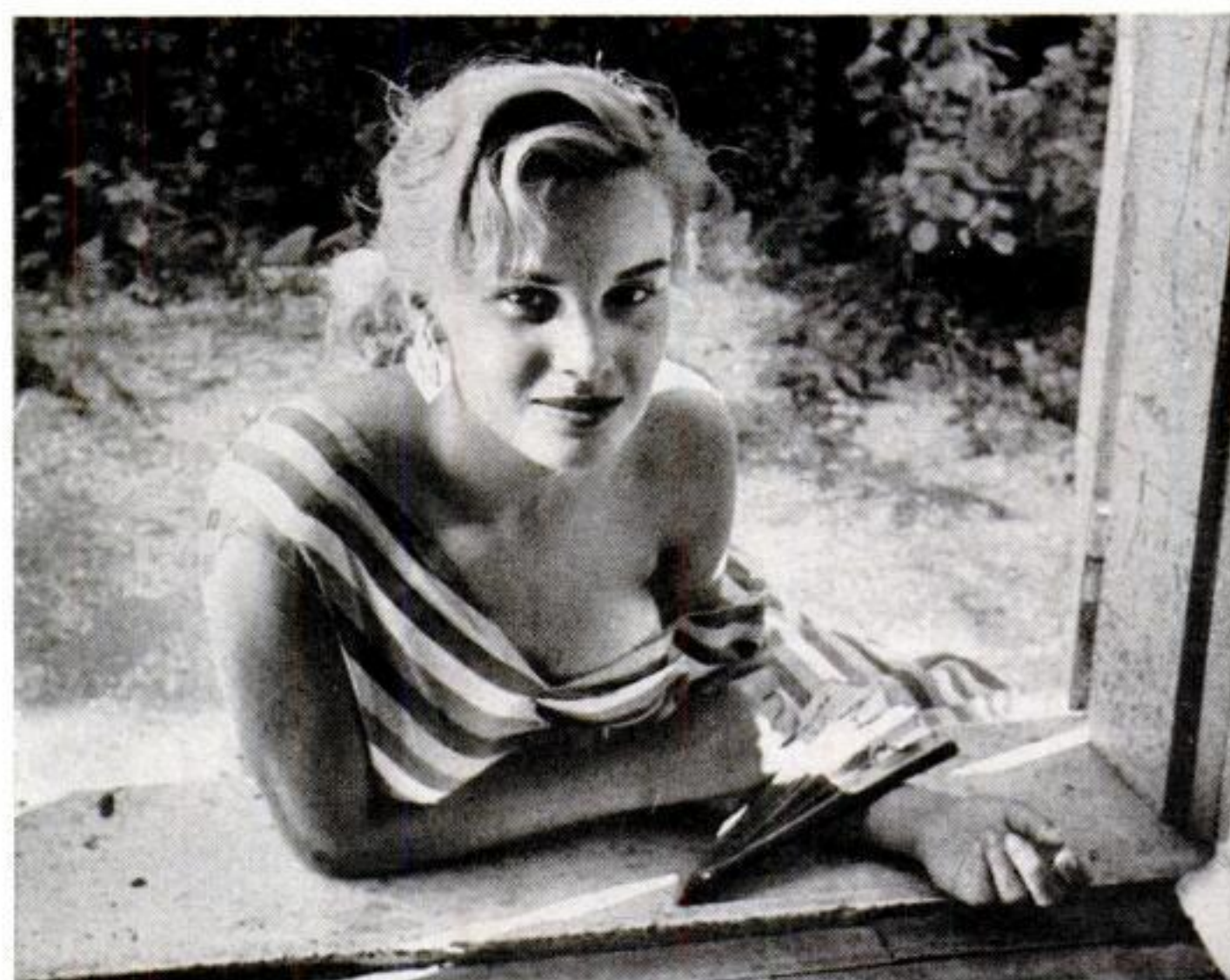
**THE OUTDOOR LIFE** appeals to Eleanora Rossi-Drigo, 24 (*above*), and to Lucia Bosé, 21 (*below*). Miss Rossi-Drigo's directors unfailingly acquire a passion for having her appear in scenes in which she gets soaked to the skin. Miss Bosé (*see cover*), is shown below vacationing at the old town of Rocca di Papa.



**GINA LOLLOBRIGIDA**, 24 (*LIFE's* cover, Sept. 3, 1951), is one of hardest working of the young Italian stars, has had parts in 20 films in last five years.

## A RICH CROP OF BEAUTIES

While Hollywood's frantic search for fresh and sparkling feminine personalities has produced only its single Marilyn Monroe, the Italian movies seem to have been snatching them off every green tree in the peninsula. A representative selection is shown on these pages. Italian starlets tend to have spectacular figures, charming smiles and a taste for roles of frenzied passion. Purists like Zavattini may complain that they are chosen for their looks instead of their acting talent, and that the studios should be looking for more Magnanis. ("Of course they would be damned hard to find," he adds.) But the Italian public keeps clamoring for the sexy starlets, and the producers keep answering the clamor. Preparing now for the invasion of America, they have kept the studio statisticians busy changing bust and hip measurements from centimeters to inches.



**ANTONELLA LUALDI**, 21, makes a specialty of playing poor but sweet and high-principled girls in light romantic comedies—she has appeared in 15 of them.

**ROSSANA PODESTA**, 18, typed as a junior miss in the first two years of her film career, was delighted to get the stripping role in *Voice of Silence* (p. 107). ➔







**AT SHENANDOAH**, the President bid for the Iowa farm vote in his speech at Harvest Jubilee. He charged the Republicans with "attempt to steal" credit belonging to the Democrats for bringing prosperity to the farmers.



## WHAT TRUMAN TELLS THE VOTERS:

Here is a summary of the President's arguments for a Democratic victory and a specially prepared

**T**HREE weeks ago Harry S. Truman, President of the United States and head of the Democratic political party, put out from Washington by special train and at once added his copyrighted brand of hell-fire to a political campaign that had already been bouncing above and just below the boiling point. At every whistle stop Mr. Truman poured white-hot abuse on the opponents of the Democratic ticket in this year's presidential race. Whistle-stop speeches of the temperature of Mr. Truman's usually make headlines in the nation's press, but because of their hit-and-run quality, their brevity and their frequency, they are seldom reported comprehensively. It is a mistake to dismiss Mr. Truman's efforts, as some of his opponents do, as wisecracking or mudslinging and nothing else, for he has been dealing with the issues and personalities which will influence the voters next month.

For this reason *LIFE* presents in this article a statement of the President's political views in his own words, drawn from his recent speeches. Each of the President's principal arguments is followed by a reply written for *LIFE* by Senator Robert A. Taft, the Republican leader most closely associated with the Republican record the President appears to regard as his own party's greatest asset.

### Truman on the GOP campaign

In this campaign, the Republicans have been trying to cover up their terrible record in Congress. They are afraid to talk about the real issues, because their record is too bad. They spend their time throwing mud at the President, trying to divert your attention from the campaign. I don't mind mud. I have thrown back too much of it and I know how to handle it. . . . Every four years the Republicans take their outworn, discredited philosophy and dress it up in a new disguise—and try to sell it to the American people. They try to convince the people it's been made over into something different.

This year, they tried to clothe it in the shining armor of a national hero. But before the campaign has ended, each four years, the new disguise wears mighty thin. In fact, you can see through it, and you can see that nothing's changed. This year, I fear that the disguise came off even sooner than usual.

### Taft on Truman's campaign

The most immediate result of the President's whistle-stop vendetta has been a complete change in the character of the 1952 election cam-

paign. Besides proving conclusively that Governor Stevenson is running on the record of the New Deal and the Fair Deal, Mr. Truman has altered the campaign from one of issues to one of demagoguery.

Mr. Truman is a master of the art of the demagogue. His technique is to appeal to the prejudices and financial interests of every group in the voting population. "Let the pocketbook nerve of yours tell you what to do," he says.

The rules of Mr. Truman's approach to politics seem to be:

1) Try to misrepresent your opponent and impugn his motives whenever possible. 2) Make the charges as reckless as you wish without regard for the real facts. 3) Keep up a constant barrage of wild charges so that while your opponent is denying one charge three more are being leveled at him. 4) Quote remarks out of context; they serve your purpose better that way. 5) Do not bother with a full explanation of the actual issue. If your opponent votes for economy, on a particular measure, tell the voter he is really against the whole project.

In other words, this type of attack is a carefully worked out technique of misrepresenting, telling half-truths and plain lying—all in the most plausible manner.

In the course of his whistle stop at Shenandoah, Iowa, Oct. 8, Mr. Truman said, "All I want is for you to get the facts." Well, I intend to give you the facts about the most important of Mr. Truman's assertions.

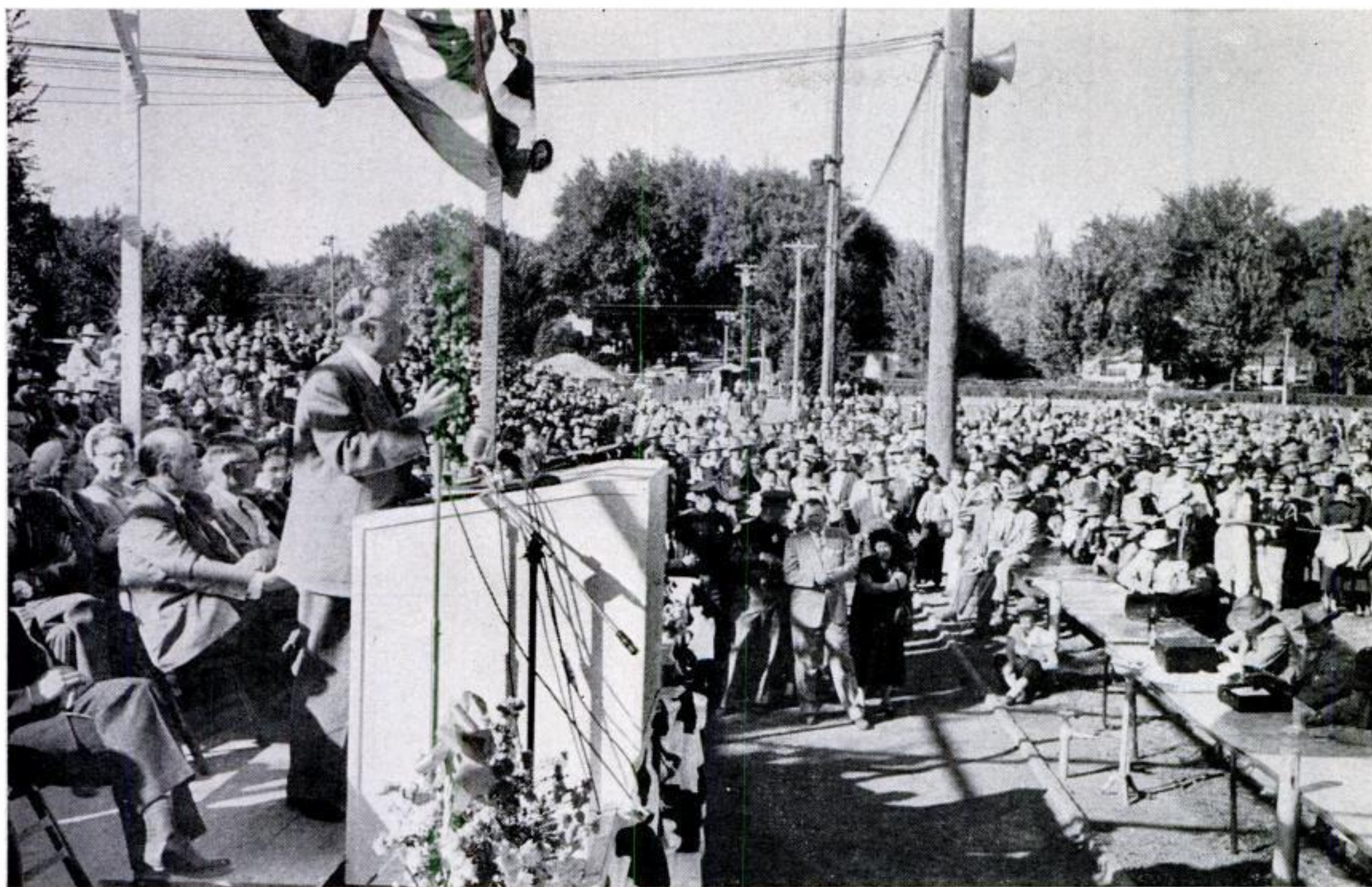
### Truman on lobbies

Who are the groups behind the Republican candidates, pulling the strings? . . . First, there's the power lobby, that wants to do away with low-cost public power. Then there's the grain speculation lobby, that doesn't want the farmer to get the prices of the crops he raises. Then there's the railroad lobby, that's been jacking up your freight rates. . . . Then there's the real estate lobby, that wants to gouge everyone who needs a home to live in. Then there's the rich man's tax lobby, that's always trying to open up tax loopholes for the wealthy. . . . [The Republicans] have tried to put the burden of the defense program on the little fellow, instead of making each man carry his fair share in accordance with his ability to pay. . . .

In short, it's all the special privilege groups from the oil lobby to the China lobby, and they've all joined together behind the Republican Party. . . .

I want you to remember this. The Old Guard Republican Party





**AT SHENANDOAH,** Senator Taft, speaking on the same platform two hours after Mr. Truman, asserted that the farmers' current prosperity was a false one, added, "You'd think the Democrats *invented* agriculture."

# TAFT ANSWERS POINT FOR POINT

reply by Senator Taft, who says they are "misrepresentations, half-truths" and in some cases "lies"

won't protect your interests. They don't care about them. . . . All they are thinking about is feathering the pockets of the special interests with which they are connected. . . .

## Taft on lobbies

Mr. Truman's charge that lobbies are behind the attack on his administration and behind the Republican candidate, "pulling the strings," is straight lying. I have seen a lot of lobbyists in Washington in my day. Some of them are completely selfish, and if they are, they don't get very far. Others are very useful to legislators, putting all the facts before them, and everyone allows for their one-sided point of view. I don't know of any one of my colleagues in the Senate who is influenced improperly by any lobby. Sometimes the senators may agree with the lobbyists' arguments and sometimes they are against the arguments. But the thinking of Senate and House members is not manufactured by any lobby. The slur that they run the Republican candidate is adequately denied by his whole life, his character and his reputation.

Lobbies operate far more on the executive departments than they do on Congress and they have got a lot more out of Mr. Truman's administration than they have out of Congress.

Mr. Truman's grain speculation lobby is imaginary. A few grain exchanges, to be sure, have sent representatives to Washington to protest against excessive regulation. But when a real investigation of grain speculation was made, it led right into the White House and to Mr. Truman's personal physician.

"Then there's the railroad lobby," says Mr. Truman. The railroad lobby has accomplished nothing in the last two years to match John R. Steelman's technical seizure of the railroads while the unions were trying to get higher wages. Mr. Steelman operates out of the White House.

As for Mr. Truman's accusation on Republicans and the tax laws, there just aren't any facts in the tax bills of 1950 and 1951 to justify one word of this libel.

Mr. Truman says that the Republicans are only interested in "feathering the pockets of the special interests." I don't know exactly how you feather somebody's pockets, but I do know that the statement is nonsense anyway. You know your own congressmen and senators. You may suspect them of being politicians, but you know very well they are not the least interested in either feathering the pockets or lining the nests of special interests.

## Truman on corruption

There have been some people in the government who have betrayed the trust that was placed in them. . . . Wherever there are people who are in a position to have bribes offered to them, some of those people are going to be weaklings. . . . Last year there were something like 600 defalcations and embezzlements in the banks of the country. One out of every 300 bank officers was found to be crooked. And the record of the Internal Revenue Bureau is a lot better than that. . . .

I've cleaned up corruption in the government wherever I've found it. But I haven't been satisfied just with getting rid of wrong-doers. I've tried to improve the government's machinery for preventing corruption in the future.

Do you know what's the biggest trouble I've run into in doing that? It's the opposition of the Republicans in Congress. They have voted against every Reorganization Plan I have proposed to take government jobs out of politics and put them under civil service. . . .

## Taft on corruption

The fact that Mr. Truman has cleaned up governmental corruption wherever he has found it certainly ought to be news to the country.

When Senator Fulbright's committee revealed how influence was being peddled for RFC loans, Mr. Truman promptly denounced the committee report as "asinine." When it was revealed that millions of dollars had been stolen from the Commodity Credit Corporation by friends of government employees, every effort was made to block both investigation and punishment.

When Senator Williams finally succeeded in forcing the corruption in the Bureau of Internal Revenue on the attention of the country, Mr. Truman turned the whole show over to Mr. McGrath, whose own department was involved in the improper settlement of tax cases. Mr. McGrath was the same fellow then as he was a few months later when Mr. Truman fired him. Now Mr. Snyder admits that in one year 53 people have been fired from the department for bribery and similar crimes. But Mr. Truman made no move until Senator Williams and the King subcommittee brought out the facts beyond a shadow of a doubt.

Mr. Truman links corruption and Republican opposition to his reorganization plans to put additional government jobs under Civil Service. The facts are, of course, that Civil Service doesn't prevent



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"WHERE DID EVERYBODY GO?"

### TRUMAN-TAFT CONTINUED

corruption. All except a few of the 53 fired from Internal Revenue for bribery were in the Civil Service. In any case, most of the Republicans *did* vote for the Reorganization Plan to put collectors of internal revenue under Civil Service.

The trouble with Mr. Truman on this issue is simple: he just does not recognize immorality and corruption when it is pointed out to him. A lot of things that were considered all right in the Pendergast regime of Kansas City don't belong in Washington.

### Truman on prosperity

I saw some figures the other day which showed that right here in Grand Forks County bank deposits were seven times higher last year than in 1932. Of course, I suppose the few people who had any money in those days were lucky if they didn't have it in a bank. That condition is changed now. The Federal Deposit Insurance Act, passed over the vicious and violent protests of the Republicans, has made bank deposits in all the banks safe. We haven't had a bank failure in goodness knows when, and we haven't had a bank receivership since I have been President. . . .

Most important of all, we stopped this nation from sliding into a recession in 1949. We kept prosperity. For the first time in history, we did not have a postwar depression. . . .

The prosperity that we are now enjoying is very sound and very healthy. Right now we have a total national production of over \$340 billion—this year. . . .

My administration has been criticized for a lot of things, and some of it is undoubtedly justified. In one respect, however, I will yield to no administration in the history of this country; and that is the way we have created the basis of sound prosperity for all our people. . . . During the past six fiscal years, which cover almost my entire period as President, the government has more than paid its way. We have produced a budget surplus of nearly \$4 billion and reduced the public debt. . . .

I am afraid future historians will have to say that Harry Truman was just one of those old-fashioned fellows who believed in balancing the budget! . . .

There are 62,300,000 people with jobs in this country, and I can remember back in 1932 . . . there was something like 12 to 14 million people in this country walking the streets, not able to find jobs. And now the jobs are trying to find the people.

There wasn't anybody brought that about but the Democratic administrations of Franklin Roosevelt and Harry S. Truman. . . .

### Taft on prosperity

Mr. Truman is proud that we did not have a postwar depression or a serious recession in 1949. It is a fact, however, that at the end of the war his government economists predicted a depression and large numbers of unemployed in 1946. There wasn't any serious threat of a recession in 1949, and the only result of the government's policy of credit extension was to start an inflation that got a tremendous boost from the Korean war in 1950. Anyhow, serious postwar depressions have usually not occurred until at

CONTINUED ON PAGE 118

LET'S EAT!

NO FEAR OF  
ACID INDIGESTION,  
HEARTBURN, NOW!

Eat without fear of acid indigestion. Just take one or two Tums. Gas, heartburn, full feeling go fast. Tums neutralize excess acid, soothe and settle upset stomach. Tums do not over-alkalize or cause acid rebound. Cannot irritate delicate stomach or intestinal lining.

GUARANTEED  
TO CONTAIN  
NO SODA

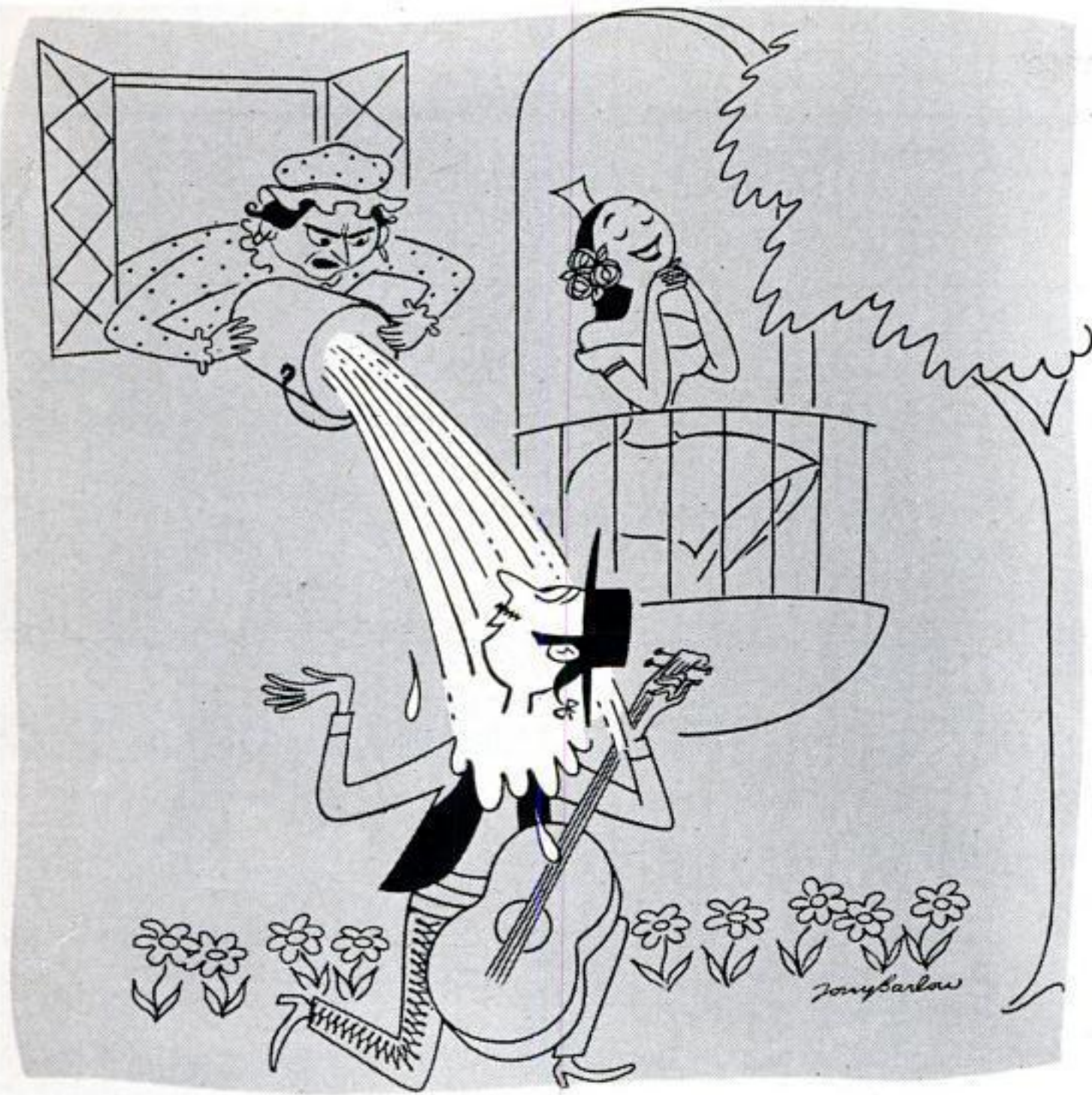
FOR THE TUMMY

✓ TRY ONE OR TWO TUMS AFTER BREAKFAST  
SEE IF YOU DON'T FEEL BETTER

Tek  
29¢







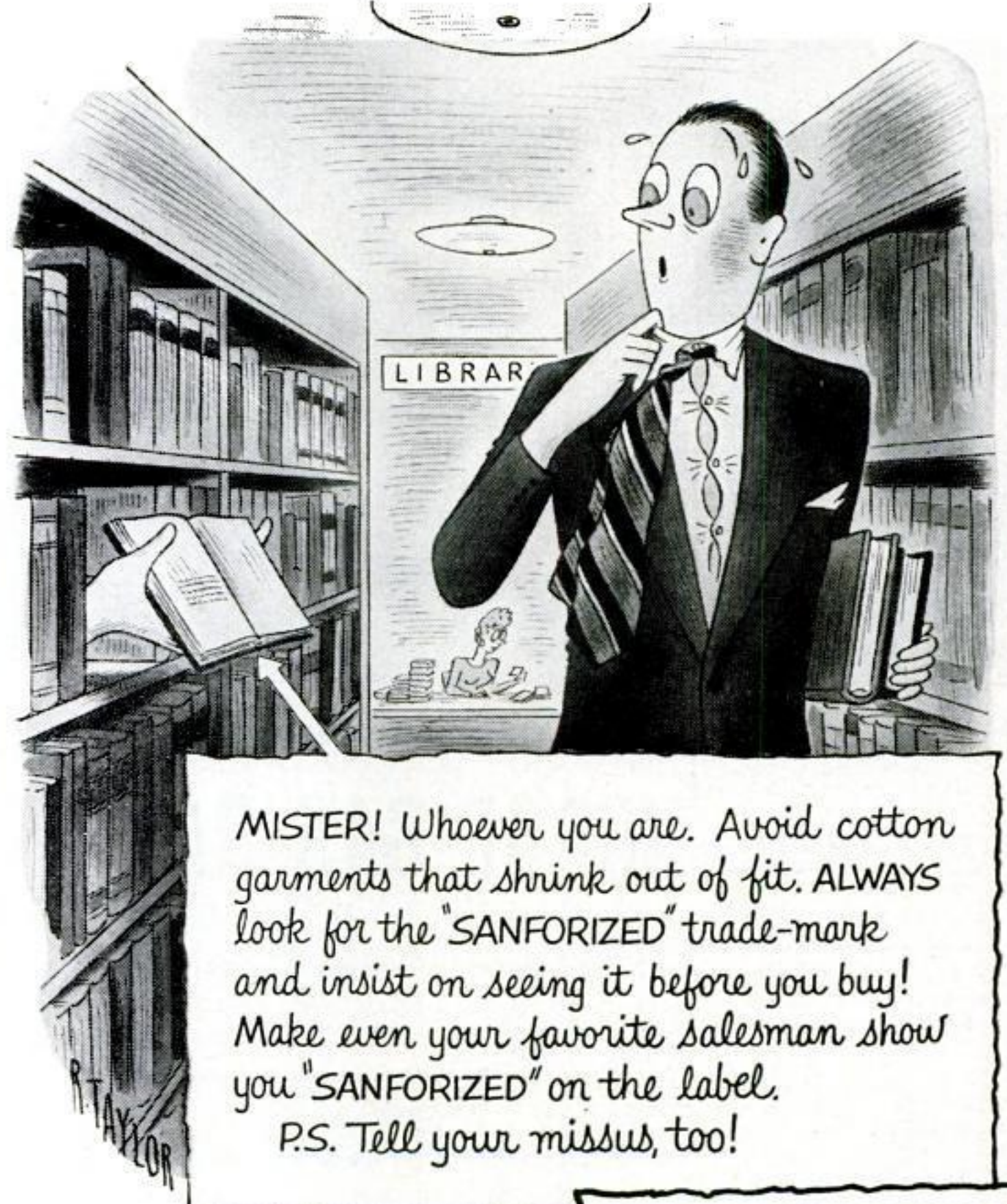
"Thank you, señora. Ze evening ees very warm, and my shirt fortunately—how you say?—'Sanforizado.'"



"What harm could it do? I'm sure his clothes *must* be 'Sanforized'-labeled!"



"I know it's only a water pistol—but these slacks aren't 'Sanforized'-labeled."



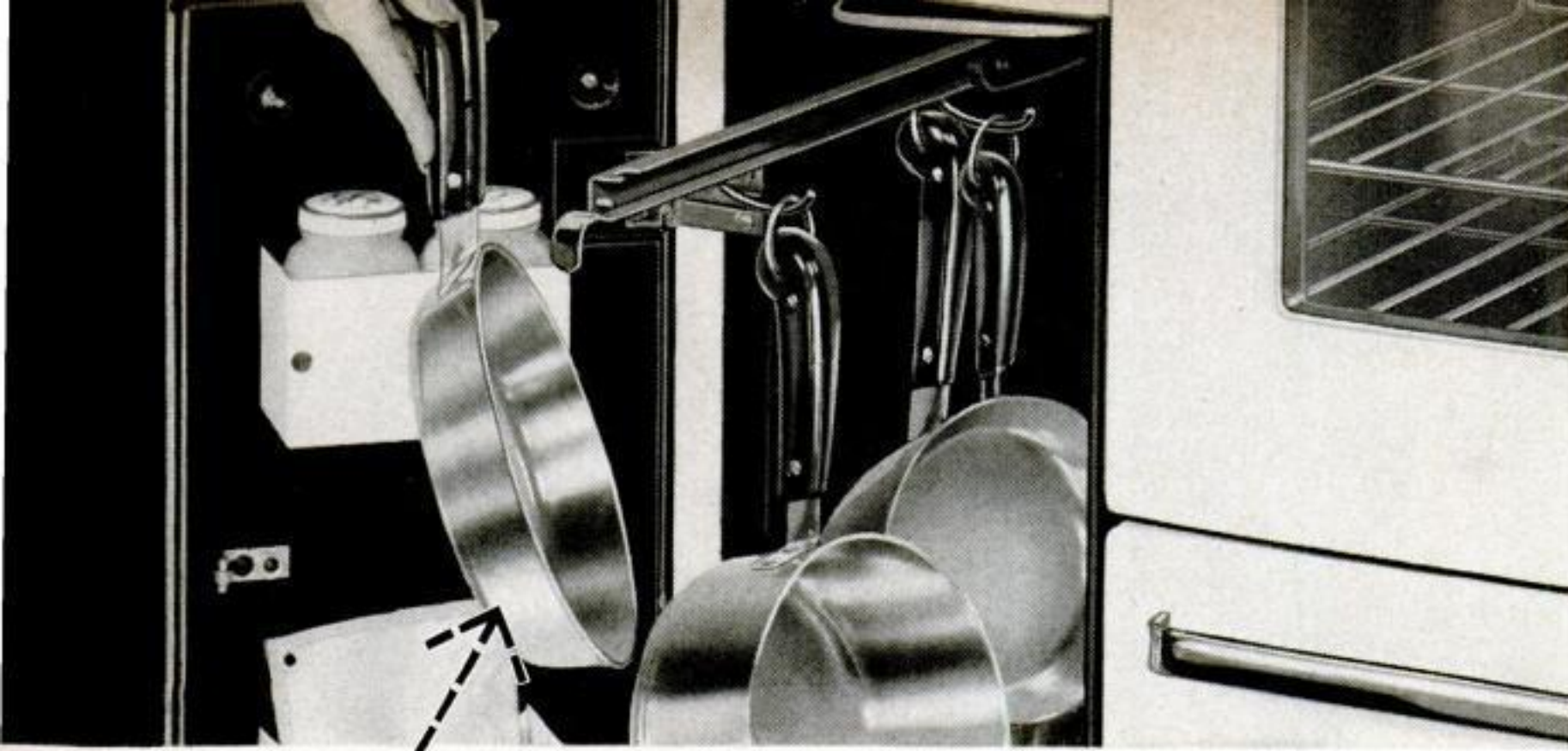
MISTER! Whoever you are. Avoid cotton garments that shrink out of fit. ALWAYS look for the "SANFORIZED" trade-mark and insist on seeing it before you buy! Make even your favorite salesman show you "SANFORIZED" on the label.  
P.S. Tell your missus, too!

**•SANFORIZED•**

TRADE © MARK

Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1% by the Government's standard test.





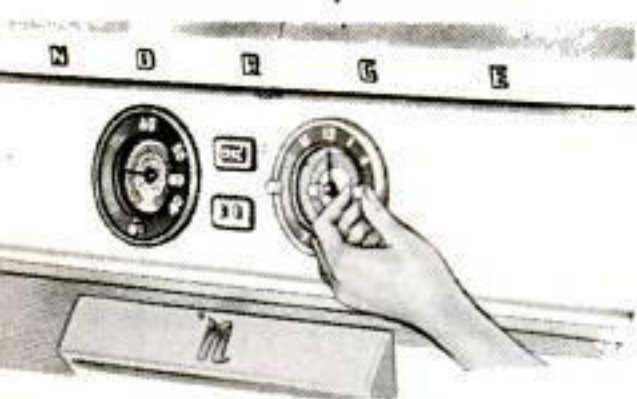
**No groping...no stacking...  
no shuffling!**



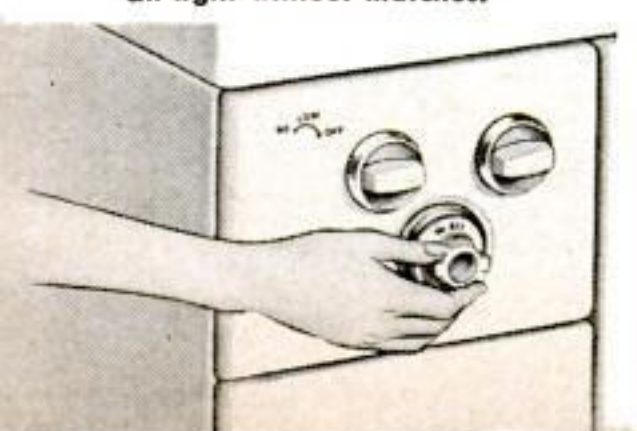
**SO HANDY...PICK-A-PAN CABINETS IN THE**

## **NEW AUTOMATIC NORGE GAS RANGE**

**COOKS AUTOMATICALLY—**  
Oven can be set to turn itself  
on and off at pre-set times.



**NO MATCHES ANYWHERE—**  
Oven, broiler and top burners  
all light without matches.



In Norge's ingeniously-planned Pick-A-Pan Cabinets, racks glide in or out at a touch—keep pots and pans neat and handy. There's planned space, too, for salt and pepper shakers, pan lids, even the pancake turner!

**Perfect top-of-range cooking**—Norge's exclusive SpirO-lator burners *focus* the flame to hug the bottom of each pan. No gas is wasted up the sides.

**Perfect baking and broiling**—Temperatures so even you can place foods *anywhere* in the big oven. Super-thick insulation keeps your kitchen cool, gas bills low. Both oven and smokeless broiler have automatic electric ignition.

# **NORGE**

Merchandise Mart, Chicago 54



**PARADER TAFT** is driven to assembly point in Shenandoah while the crowd in background at the end of the block watches the beginning of the parade go by. Truman also appeared in this parade, but his car was far up front. He and Taft did not meet.

### **TRUMAN-TAFT CONTINUED**

least 8 to 10 years after the end of the war, and we're not there yet. No doubt ours was postponed when the country was plunged into another war in Korea.

Has Mr. Truman's government really paid its way, as he claims? Hardly. During Mr. Truman's six years in the White House he spent \$325 billion, more than previous administrations had spent from 1789 to World War II. He received \$285 billion, more in taxes than all the taxes received by his predecessor. There was a surplus in 1947, and one ten times as large in 1948, thanks to the economies of the Republican 80th Congress. Since then there have been deficits in three years out of four.

Mr. Truman's speeches are based on the assumption that people are better off because they have more money, and he loves the slogan, "Don't let them take it away." Of course the fact is that a high income doesn't mean a thing because of the increases in prices and taxes. Even the workers in manufacturing industries, who have had the largest increases, have only gained \$1.36 a week, or 2%, in real wages from June, 1950 to June, 1952. And when you deduct the higher taxes a worker with a \$4,000-a-year income has to pay, he is worse off than in 1950. Compare the situation with 1939. A man who earned \$60 a week then has to earn \$130 now to buy the same things for his family. And families on fixed incomes can only buy 52% of what they could in 1939. All is not gold that glitters, and Mr. Truman's dollars don't even glitter any more.

### **Truman on labor**

The Republican candidate has a sign on the back of his train that says "Look Ahead, Neighbor." Well, that's not what the sign ought to say. What it ought to say is "Look Out, Neighbor"....

Do you have a job? Would you like to keep it? Then you'd better "look out, neighbor!" There were 12 or 14 million people unemployed in this country in 1932.

Do you get good wages? Then you'd better "look out, neighbor." The Republican politicians do not believe in good wages—they have been against every step we have taken to raise the wages of the workingman....

It's a good thing for you railroad workers that you had a Democratic Congress to help you get union security. It is certain the Old Guard Republicans won't help you get things like that....

### **Taft on labor**

Mr. Truman is still campaigning against Mr. Hoover. The Republicans, he says, are responsible for the worldwide depression because they were in power. Of course, on the same theory the Democrats were responsible for World War I and its 255,577 casualties, World War II and its 953,077 casualties and the Korean war with its 120,269 casualties. They can't have it both ways.

Mr. Truman implies that the New Deal Administration put 12 or 14 million people to work by wise economic policy. The fact remains that the depression was the longest in the history of the U.S. By 1939 there were still 10 million people unemployed and almost fatally low farm prices. The only thing that put people back to





work was World War II. A free system, properly administered, can put people back to work in time of peace.

"The Republican politicians do not believe in good wages"? This is utter nonsense. If there is anything a politician wants, it is a prosperous community with high wages. I think everybody admits today that the higher wages can be without inflation, the better off we are. Mr. Truman seems to think that regardless of the level reached by free collective bargaining, the government has the responsibility of constantly raising the wages of the workingmen by calculated steps, even if it brings correspondingly higher prices. In other words, he believes in a planned economy. As a matter of fact, it is the constant increase in productivity and the success of union representation to see to it that the workman gets his share, that have raised the wages of workingmen. It is certainly nothing that Mr. Truman has done.

On railroad workers' union security Mr. Truman is indulging in straight lying again. The Railway Labor Act which promoted union security in the railroads was passed in the Coolidge administration by a Republican Congress. The New Deal's Wagner Act never applied to the railroads, nor did the Taft-Hartley Act. After the Taft-Hartley Act was passed, I supported and helped put through an amendment, at the request of the railroad unions, to apply to the railroad law the same provisions regarding the union shop as there are in the Taft-Hartley Act.

Mr. Truman neglected to remind railroad men that if he had had his way in 1946, he would have drafted every striking railroad man, and miner too, into the Army of the U.S. It was only my objection that prevented the passage of that law.

## Truman on farmers

Are you a farmer? Have you been doing pretty well these last few years? Then you'd better "look out, neighbor". . . . Don't you think you can stand by while they kick labor around. You are not safe, either—the Old Guard Republicans have got it in for you, too. . . .

You remember how they tried to wreck Rural Electrification back in the 80th Congress. They voted four and five to one for cutting REA funds. . . . Now . . . they are going around telling you how they voted more money for the loans on the REA in the 80th Congress than I asked for in the budget. But you know what they did? They voted that money, all right, but when it came time to vote the operating expenses of REA, they didn't do a thing but cut off \$700,000 of that appropriation. . . . What's the use of voting a lot of money for loans and then cutting off the ability to make these loans? . . .

The Republican candidate made a speech at Kasson, Minn. and said that the 80th Congress did not prevent the CCC from providing storage space for grain. Furthermore, he said that there was no shortage of storage back in 1948. And finally, he said that the CCC did not provide storage space anyway.

Now let me tell you the truth. I have on the train here the official report of a committee of the House of Representatives in the 80th Congress in 1949. This report concerned a bill to restore to the CCC the powers that the Republican candidate says were never taken away. . . . And this report says flatly that there had been a

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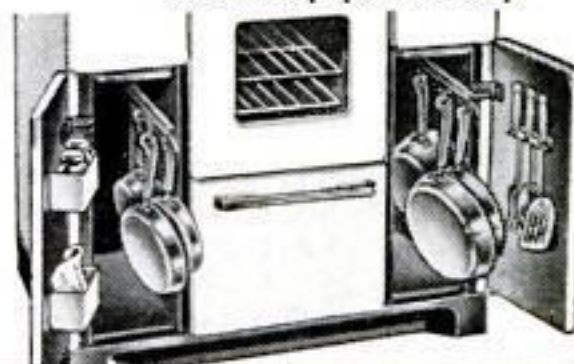
Baked with just 7 minutes  
of electricity!



BAKES WITH ELECTRICITY OFF  $\frac{3}{4}$  OF THE TIME

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AUTOMATIC **NORGE ELECTRIC RANGE**

ENDS PAN GROPING—Pick-A-Pan cabinets with glide-out racks keep pans handy.



NO HEAT-SETTING GUESS-WORK—Tele-Speed lights indicate which heat speed is on for any surface unit.



Imagine an oven so perfectly designed and insulated that when you bake cake layers the electricity is on for only 7 minutes. A 3-hour roast uses only 45 minutes of electric current. Yes, it's thriftier—and Norge bakes *better*, too.

**Cooks by remote control**—Set Norge's Selector Switch on automatic . . . and the oven, deep-well cooker, Hi-Lo surface unit or appliance outlet will turn itself on, cook for a pre-set length of time, then turn off again by itself!

**Cooks quicker**—Norge Hi-Speed surface units give you an extra-fast start, and a choice of *seven* (not just five) tailored heat speeds.

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## TRUMAN-TAFT CONTINUED

bad shortage of storage space in 1948, and it says that the Congress had helped to cause the shortage by stopping the CCC from providing storage space. . . .

### Taft on farmers

In this case Mr. Truman is making one of his usual efforts to make economy votes look like negative votes pure and simple. The Republican 80th Congress appropriated more money for REA loans than any other Congress before or since, but we voted also to cut down the administrative overhead costs in the Washington bureaus. That doesn't mean we voted against REA.

I don't think anyone who has had any experience in Washington will assert that there is a single federal bureau where you can't cut off about 20% of the employees and make the bureau more efficient instead of less. Mr. Truman, however, has always had a complex for spending money. His song year in and year out has been that the elimination of one cent from his budget will wreck the bureau or the program or the U.S. itself.

And as for the shortage of grain storage facilities, here is the truth:

In the first place, the 80th Congress did not stop the CCC from helping the farmer provide more storage facilities on his farm. And for months before the bill was passed, the CCC had been disposing of its own storage facilities. The record also shows that during most of the season in 1948, only 60% of the private commercial storage facilities were filled. As a matter of fact, commercial storage was in such adequate supply that the CCC found it necessary to license only 791 facilities to care for the price support program. A year later, in 1949, they had licensed 3,875, nearly all of which were in existence in 1948.

But in the election campaign, Secretary of Agriculture Charles Brannan went out among the farmers crying that the storage facilities were going to be overloaded and that every farmer had better get his grain in right away. He said it so loud and so often that the farmers rushed to the elevators all at once. A natural pile-up resulted and the price of grain went down. After the election, the Administration began to buy grain again without the slightest storage difficulties, and the price went back up. This was purely a political trick, and Mr. Truman is still trying to get away with it.

Is the farmer really so much better off today than he was when Mr. Truman came into office? It is quite true that farm income in dollars is somewhat higher than it was in 1947, but not a great deal. The trouble is that during the same period farm expenses have gone up \$5 billion, the dollar has gone down in value, so it isn't worth anything like the dollar the farmer received in 1947.

The whole net result, according to the Department of Agriculture, is that net farm income in terms of stable dollars has declined from \$4,800,000,000 in 1947 to \$3,600,000,000 in 1951, a decrease of 21%.

Compared to prewar farmers' income, of course, there has been a big increase again in dollars, but the real increase from the depression years of 1935 to 1939 has only been from about \$8½ billion to \$11½ billion in 1951.

The farmer is entitled to a lot of credit for the fact that he has increased farm production during that period about 36%. That has been his work, not the work of the Federal government. But out of that big increase in production, he is only about 6% better off than he was in the '30s. Some of this falling off is due to increased taxation, particularly in the last three years. The fact that the farmers had a hard time is shown by the figures on total farm debts. The debts of the American farmers have increased from \$7,600,000,000 in 1945 to \$13,600,000,000 in 1952, about an 80% increase in seven years of the Truman administration.

The trouble with Mr. Truman's dollars is they're not real gold dollars. As fast as income goes up, the prices the farmers have to pay go up and there are plenty today who are having a hard time to make both ends meet.

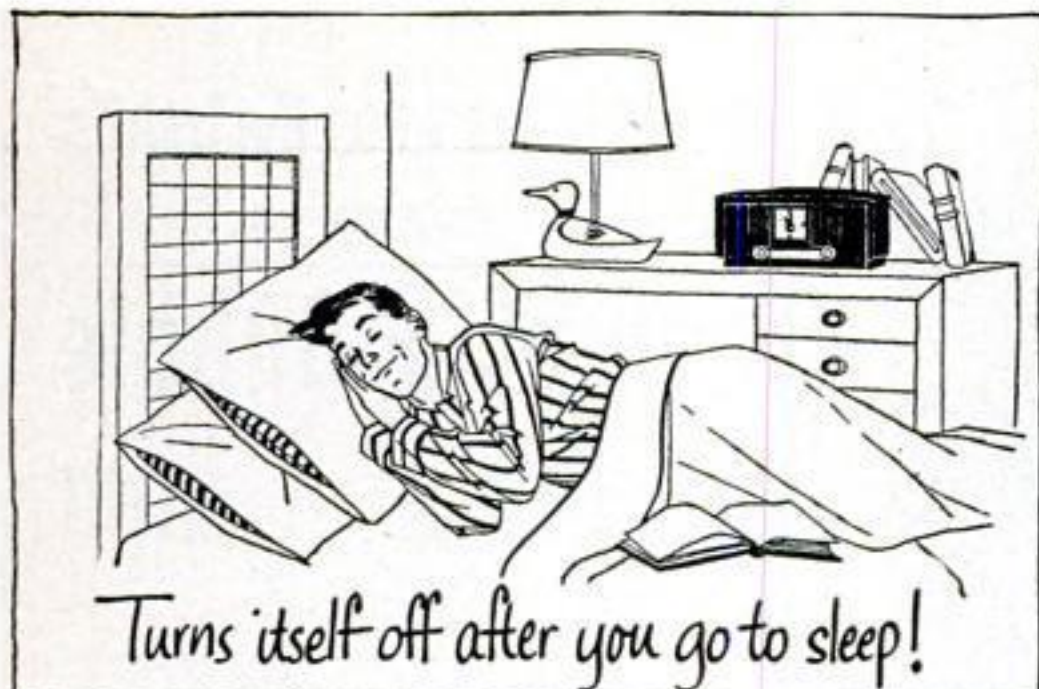
### Truman on public power

Hungry Horse Dam . . . was built by the people of the United States, acting through their government, to serve the economy, the industry and the people of this Northwestern region. It will promote the welfare and security, and increase the prosperity, of the entire nation.

Now I want to give you a little advice. . . . Go over and take another good look at this dam, because if the Republicans win this election, it will be a long time before you see another new structure of this kind. . . .

CONTINUED ON PAGE 122





# Around the clock... Around the house WORLD'S MOST USEFUL RADIO!

## Outsells all other makes!

● Your choice of four popular colors to add a note of beauty to any room. Mahogany, alabaster ivory, Persian red or porcelain white plastic—all at the same low price!

G-E Clock-Radio prices start at \$29.95\*



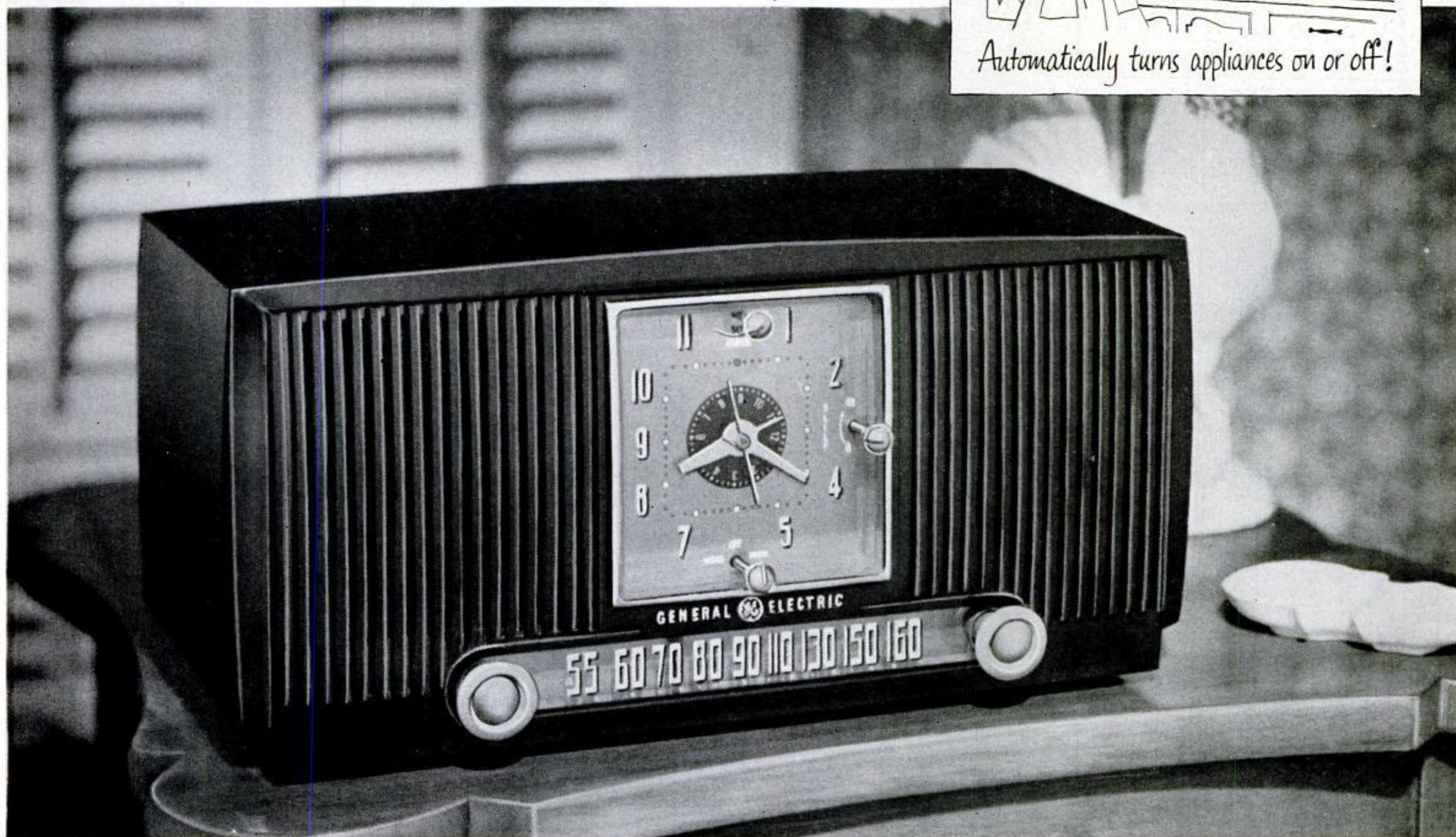
At your service—morning, noon and night! Mornings it wakes you on time to music instead of a jangling alarm—even starts your coffeemaker. All day it's a sweet-playing table radio that automatically reminds you of appointments, turns on your favorite programs—even turns on your TV set. Nights it lulls you to sleep, then turns itself off—even tells time in the dark. No wonder the General Electric Clock-Radio outsells all others! It's the world's most useful radio. See it today.

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## CLOCK-RADIO

Choice of colors... One low price!



Model 546

\*Slightly higher West and South. Subject to change without notice.

You can put your confidence in—

GENERAL  ELECTRIC





"...my childhood was wonderful—  
I remember we always had soup  
for lunch...."

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### Chicago's 'Sirloin Room' Reports Rum Highball Gaining Favor



CHICAGO, October 16—A definite new trend in drinking preference is appearing in Chicago, according to James V. McGuigan (*above*) manager of this city's famous "Sirloin Room."

"There is a distinct and growing demand for highballs made with Puerto Rican Rum," he says. "It is very dry and light in body, and goes wonderfully with one of our fine steaks."

Here's how you make the *best* Rum Highball: 1½ or 2 oz. Puerto Rican Rum, add ice, water, soda or ginger ale, as preferred; twist of lemon peel or dash of bitters if desired. Rums of Puerto Rico, 600 Fifth Avenue, New York City.



**CHEERFUL SENATOR** is caught in press of well-wishers who heard him attack socialism, corruption and inflation at Bloomington, Ind. on Oct. 9.

### TRUMAN-TAFT CONTINUED

The Republican party has a long record on public power—and it's all bad. Over and over again a majority of its members in the Congress have tried to keep dams like this from being built. . . . Just two years ago, for instance, 64% of the Senate Republicans tried to cut out one half of all flood control work being done in this country. . . . If the Republicans had had their way, you would still be scratching dry dirt and using kerosene lamps. . . .

### Taft on public power

The Republican party set up the Reclamation Bureau many years before the New Deal and authorized construction of the Hoover Dam before Mr. Roosevelt came into office. The Republican 80th Congress appropriated more money for reclamation projects than any previous Congress and we Republicans are certainly committed to a program for the full development of our rivers as fast as can be done with a sound budget.

When was it that "64% of the Senate Republicans tried to cut one half of all flood control work?" After the Korean war began. Then we faced the necessity of finding additional billions for defense and foreign aid. We Republicans wanted to reduce the total amount to be used in flood control but not to stop one single project from being completed.

When Mr. Truman says the Republicans would never build another dam, he is just being silly.

### Truman on Social Security

Did you know . . . that more than 6,000 people in [Grand Forks] County are protected by old age and survivors' insurance? I can't give you a comparison with 20 years ago because there wasn't any social security program in that day. The Democrats put them into effect after they came in. And if the Old Guard Republicans had their way, there wouldn't be any social security yet, you can be sure of that.

### Taft on Social Security

Old age pensions did *not* come in with the New Deal. We provided for them in Ohio in the Hoover administration. The federal old age and survivors' insurance was worked out by Republicans and Democrats together in the '30s. The Republican 80th Congress in 1948 created a special committee to revise the system, which had become thoroughly unsatisfactory. I don't know just who the Old Guard Republicans he refers to are, but Senator Miliken and I took the lead with Senator George in the 81st Congress in revising the system. We extended it to cover 10 million people who were not covered. We increased the benefits by 77%. We also authorized a study to see whether the system couldn't be put on a pay-as-you-go basis. Under the present system there really isn't any reserve waiting for the old age pensioners. The government takes the cash out of the fund, and puts in its I.O.U.s; when it needs the money, it has to tax the people to pay the pensions.

### Truman on Communism

We've crushed the Communist conspiracy in this country. And we've stopped the advance of Communism all over the globe. . . .

CONTINUED ON PAGE 125

## No tricks when the treat's FLEER'S Dubble Bubble Gum



Treat your Halloween callers to Dubble Bubble Gum. It's their favorite penny confection.

For treats and Halloween parties, too, buy it in handy bags of 20 or boxes of 120 pieces.

The kids will love you for it.

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looking-glass shine

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your shoes with  
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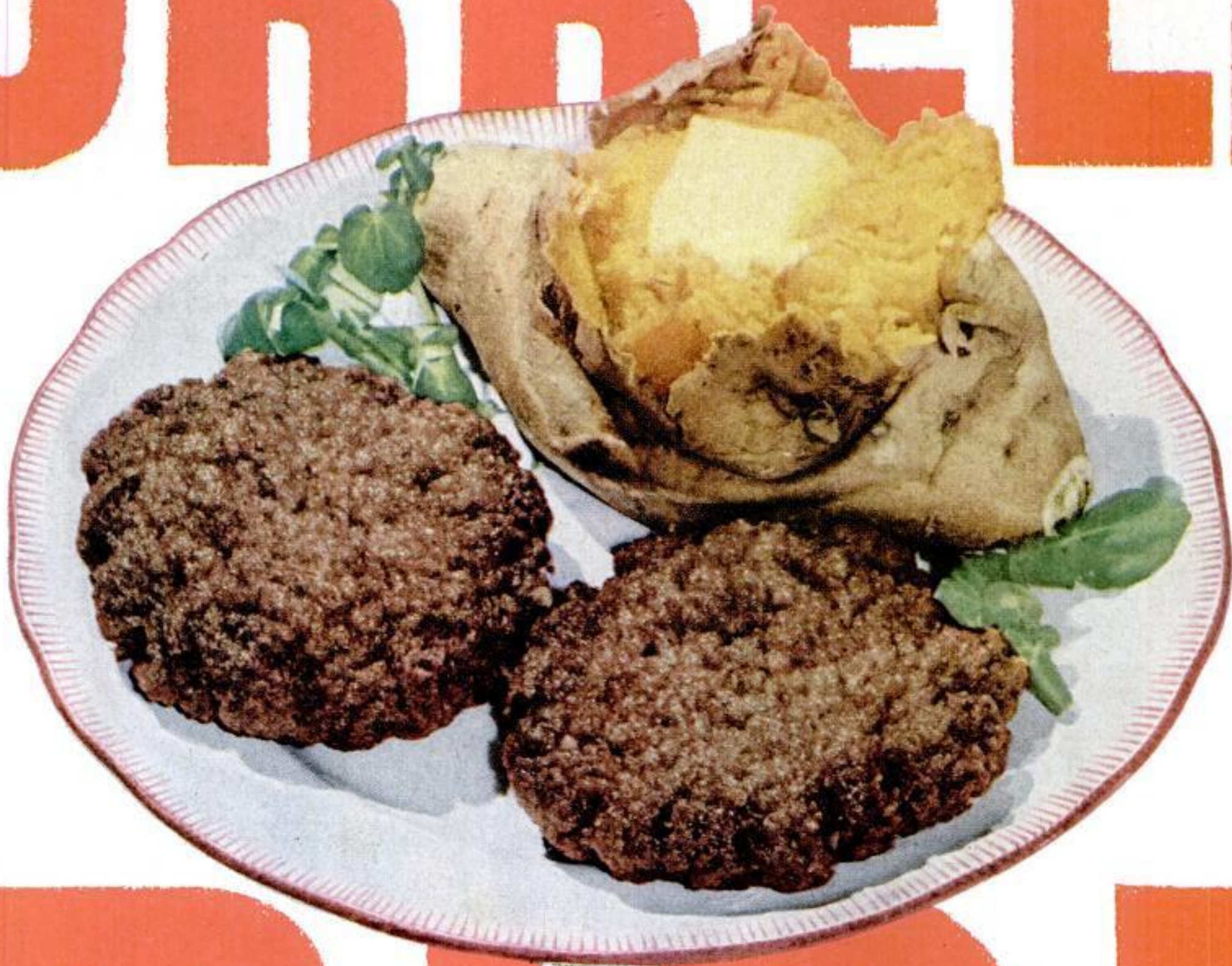


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WATCH THE KATE SMITH HOUR - NBC-TV  
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# MORRELL

Fragrant, sizzling sausage  
says "come-and-get-it!"  
And when it's Morrell Pride  
Sausage, there's no doubt  
of its quality and flavor.  
Made only from choicest pork,  
and seasoned just right.  
This is a product we are  
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**MORRELL PRIDE BREAKFAST  
SAUSAGE LINKS...** delicious  
blending of pure pork and  
mild seasonings in handy  
can for year-round use.

**MORRELL PRIDE PURE PORK SAUSAGE...** every-  
one likes that tasty, all-pork flavor. Buy the links—  
or the ready-to-slice roll that makes perfect patties.



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Pork Beef Lamb Ham Bacon Sausage Canned Meats





# *Drink this much Florida Orange Juice every day*

for the Vitamin "C" you need ... one vitamin your body can't store up

Help keep those free-wheeling kids in high with plenty of Vitamin C! That's the vitamin that helps fight off colds and build up sturdy bones and teeth. And you need "C" *every single day* because your body can't store it up. So—solve *that* daily problem by storing up handy cans of delicious Florida orange juice, full-strength or fresh-frozen concentrate.



## ← *Florida Canned*

An easy, delicious way to get a full big glass of precious Vitamin C. Natural full-strength and always ready to serve at a moment's notice. Try blended Florida Orange-Grapefruit juice in cans, too.

## ← *Florida Fresh-Frozen Concentrate*

Tree-fresh flavor—with vitamin and nutritional values—in new handy form. Pure juice, *no sugar added*. Keep in freezing compartment. To serve, add three parts water, shake or stir, pour full big glass!

# *Florida Oranges*

Florida Citrus Commission, Lakeland, Florida








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For your double-ring ceremony choose Keepsake Wedding Sets... famous for fine quality, skillfully wrought for timeless beauty.

Yours to choose from in many superb styles at your Keepsake Jeweler's.

A. WEBSTER matching wedding rings \$17.50 and 10. B. HEATHER \$20 and 12.50. C. \*CORINTH \$29.75 and 20. D. DORIC \$39.75 and 25.

\*White gold inlaid on natural gold. Matching wedding rings available in natural or white gold.

See Keepsake Diamond Rings on page 81  
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ILLUMINATED  
**STREAMLINE** \$4.95  
STANDARD (not illus.)

He Prefers It  
**On Steak**  
For Goodness' Sake



# A1

SAUCE

the dash that makes the dish

Ask for A. 1.  
when dining out, too.



**CHEERFUL PRESIDENT** joins with crowd in laughing at one of his own whistle-stop witticisms. This is at the Tiber damsite, near Chester, Montana.

### TRUMAN-TAFT CONTINUED

I get tired of all the Republican speeches and all their propaganda saying that the Republican party has been out in front against the danger of Communism. It simply isn't so. . . . Through all of 1946 and 1947 and 1948 they were dragging their feet. They were voting to cut military and economic aid to foreign nations. . . .

### Taft on Communism

I wish I were as certain as Mr. Truman that he has stopped Communism at home and abroad. I notice that General Walter Bedell Smith says that we can count on the fact that the Communists are still operating within our government. When Dick Nixon and Karl Mundt went after Alger Hiss in 1948, Mr. Truman waved the whole thing aside as a red herring. We know of the cases of Hiss and Wadleigh and Marzani in the State Department. We know that the President's Loyalty Review Board told the State Department Board that it was utterly ineffective in getting rid of Communists in the State Department. We know that when even this board recommended the dismissal of Oliver Clubb as a poor security risk, Mr. Acheson reversed the board's ruling, restoring Clubb to active duty. We know that the executive departments, under Mr. Truman's direction, refused to assist in any way congressional committees' investigations of Communist penetration of the government.

Such action as has been taken against Communists at home has been undertaken only after the executive was put under the strongest possible pressure from Congress.

When Mr. Truman became President, the Soviet Union was exhausted. Much of its industry was destroyed. It had no atom bombs and no long-range bombing planes. Its hold on Central Europe was shaky. China was our ally and the Chinese Communists were hemmed into a small area. Today Stalin dominates 800 million people and has attained the goal in China which he regarded as the first necessary step for the conquest of the world. He has at least 15,000 military planes, many more than we have. He has at least 225 divisions; and Western Europe will be lucky if it has 25 by the end of the year. In seven years we have lost the peace after American boys won the war.

It is true that in Europe we have reversed the appeasement policy of Yalta and Potsdam that was approved by Mr. Truman. But the reversal was largely the result of Senator Vandenberg's influence on Secretary of State Byrnes. We have never reversed the soft policy against Communists in Asia. Chinese Communists have occupied half of Korea, and Mr. Truman refuses to do anything which would punish their aggression or discourage some other aggression. Indo-China, Burma and Thailand are practically defenseless if the Communists choose to attack, no matter how many arms we furnish to their people. Many people believe that the Russians could cross Europe to the English Channel in a few weeks.

No, Mr. Truman has not stopped the advance of Communism all over the globe.

### Truman on Korea

Korea is being fought to prevent a third world war. The price has been high, but it has saved us from all-out war, and I would

CONTINUED ON NEXT PAGE

## Only Kayser

makes "Slendos"  
—at practical prices!



\$5.95

**Nylon, naturally!** This lovely lace Lastex "pares" you plenty! And look, no bones...no bulges! Washes like the little wonder it is. Rayon satin panel, detachable garters. S,M,L... in white or black. Girdle, \$4.95; Panty Girdle, \$5.95. (Nylon tricot crotch.)



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Infants' and Children's Underwear



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It to You*

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this  
All-Purpose



**SMALL FLASK of  
★ ★ ★ HENNESSY**

Now it's especially easy to have a little brandy handy. Here's the very best... in the new ★★Hennessy Small Flask, ready at your retailer's today.

Experts know that the best brandy is Cognac Brandy. And the world knows that the finest Cognac Brandy is ★★Hennessy, from the Charente\* district of France.

Get a Small Flask of ★★Hennessy today.



84 PROOF

\*BY LAW GENUINE COGNAC is distilled only from grapes grown in the Charente district of France. No other brandy is Cognac.

**★ ★ ★  
HENNESSY**

**COGNAC BRANDY**

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IN FRANCE**

Schieffelin & Co., New York  
Importers Since 1794

## TRUMAN-TAFT CONTINUED

never minimize the cost of Korea. I am very deeply conscious of it. But never let anyone tell you that the Korean episode has been a useless one.

Korea is a landmark—a great victory in our fight for peace. For there we have stopped the Communists. We have upset their timetable, and we have pushed them back, and we have surely saved the world from total war. . . . The Communists have been stopped cold in Korea. And the Communists haven't crossed another frontier since, anywhere in the world. . . .

Now these things have been possible in spite of the Old Guard Republicans in Congress, and not because of them. . . . Most of them have voted against military aid and economic aid to Korea before the invasion. That is what gave the Communists their signal to advance.

### Taft on Korea

There isn't any evidence that the Russians have any timetable or care anything about time, for that matter. Meanwhile we've had some experience getting pushed back by the Communists. And there isn't any evidence that the Russians have contemplated total war. Lenin's program to wreck America consisted in forcing such a tremendous expenditure on this country as to destroy our currency. If that was the purpose of the Korean war, it has been successful because we have seen a steady inflation, the end of which is not in sight.

Mr. Truman charges that "Old Guard Republicans" in effect "gave the Communists their signal to advance" in Korea. This is nonsense and misrepresentation. A good many Republicans voted against economic aid to Korea (though I voted for it) on the ground that it was perfectly hopeless to give Korea economic aid unless we gave them extensive military aid, and that economic aid would only benefit the Communists ready to take over Korea. This was the gist of a House report in 1949.

But Congress did vote military aid at the request of the State Department, and then somebody in the State Department decided we couldn't afford to give tanks and guns and planes to Syngman Rhee, for fear he might attack the Communists. Mr. Truman himself admitted when the Korean war began that the Koreans had only been given enough arms to prevent border raids and internal insurrection.

### Truman on the candidates

Back in 1945 and 1946, Governor Stevenson carried out some important missions for us in Europe. He saw what the Communists were up to. While he worked mightily for international cooperation, he was one of the first to warn that the Russians were becoming a threat to peace.

I don't remember that the Republican party had any such wisdom and foresight. Neither did the man who is now the Republican candidate for President. . . . "There is no one thing," he said, "that guides the policy of Russia more today than to keep friendship with the United States." These are the exact words he used before a committee of the Congress in November, 1945. . . .

Of course, we can all make mistakes, but the Republican candidate was then Commanding General in Europe and he was in close contact with the Russians. His advice carried great weight and it therefore did a great deal of harm. . . .

I . . . want to tell you . . . why you should not vote for the Republican candidate. . . . I knew the Republican candidate well. . . . But I made a serious mistake when I thought he had the qualities needed for the highest office in this country. . . . I thought he would always stand up for the things he believed in—for the things his whole career had been dedicated to achieving. This is not what I see when I look at his campaign. . . . What I thought were his deep convictions, turn out not to be convictions at all. . . .

Before the Chicago convention, everybody thought the general had real convictions on foreign policy. That was the big issue, or so it appeared, between the people who supported him at Chicago and the people who supported Senator Taft. . . .

In Illinois, he had no trouble at all talking like an isolationist. . . .

The Republican candidate has betrayed his principles by publicly endorsing every Republican in the country, regardless of whether that man is the blackest of reactionaries, a diehard isolationist, or even a moral scoundrel. . . .

We haven't had much luck with Republican generals in the past. I can't think of a worse combination than a professional military

**ONLY**

**VICKS MEDICATED COUGH DROPS**

**ARE REALLY MEDICATED**

with throat-soothing ingredients of Vicks VapoRub plus other cough-easing medications.

**THAT'S WHY THEY'RE SO EFFECTIVE!**

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ALL  
lighters!**



**more lights  
per penny!**

with extra length  
**RONSON**  
Redskin' Flints'

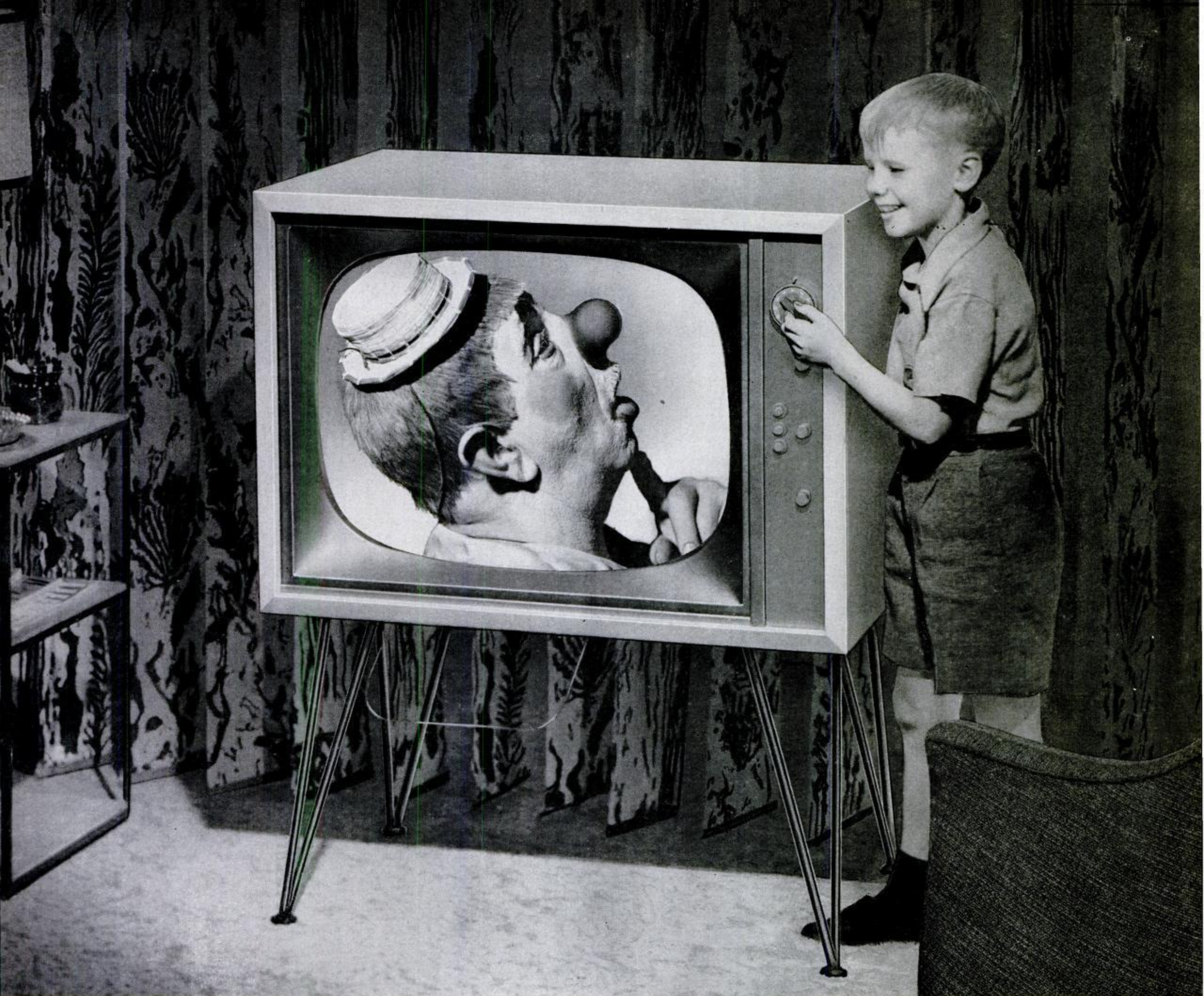
- Ronson 'Flints' have the proper hardness and ingredients to give you most lights for your money.
- Ronson 'Flints' are extra-long—so naturally serve longer.
- Ronson 'Flints' give plenty of good, strong sparks with minimum pressure.
- Buy Ronson 'Flints', world's finest, today! Get Ronsonol® Lighter Fuel, too!

**15¢**



CONTINUED ON PAGE 128





The International Modern, with mammoth 27-inch screen, oak or mahogany finish, \$595.00

## Greatest Television Achievement In Years

*New Form Factor in Magnavox design gives you 27-inch TV screen in compact cabinet scaled to grace the average-size room!*

• Here's Magnavox with America's first really practical mammoth-screen television receiver. • A specially engineered chassis makes it possible to contain this huge 27-inch screen in a cabinet no larger than many 20-inch TV consoles. • And the famed Magnavox TV picture is better than ever before... sharp, clear and steady... rich with fine detail and full photographic values. • Functional as well as beautiful, the cabinet utilizes its

modern design to divert roomlight reflections. The downward slant of the cabinet face and picture tube casts annoying reflections to the floor.

• This advanced styling also contributes to a new high in thrilling sound realism through an exclusive acoustical diffuser below the big 12-inch high-fidelity speaker. • The Magnavox All-Channel UHF tuner is readily installed within the cabinet. • In terms of performance, beauty and dollar-for-dollar value, this Magnavox instrument is unparalleled in the industry. • You owe it to your family to see and hear this great television innovation at any of the fine stores that sell Magnavox. Look in your classified telephone directory. Magnavox prices start at \$239.50.

BETTER SIGHT... BETTER SOUND... BETTER BUY

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**New preparation has remarkable  
skin-soothing ingredient**

MODERN LIVING demands you shave every day. But your skin need not get irritated, rough, and often old-looking. Not any more...

Two special ingredients in Glider brushless shave cream correct all this. One is the same type of oil that is used on a baby's skin. This allows your razor to cut close without scraping.

The second ingredient which insures your skin new shaving comfort is EXTRACT OF LANOLIN—a wonderful new substance with beneficial ingredients 25 times as active as in plain lanolin, the well-known skin conditioner.

Glider helps keep the skin silky-smooth because it's good for the skin. So good that it makes after-shave lotions needless. Rub a little extra Glider right into your skin... and like a skin cream it replenishes the oils of your skin, leaves your face feeling smooth, relaxed. Get a tube today and see for yourself!

**Try a tube at our expense!** Just write The J. B. Williams Company, Dept. LG-12, Glastonbury, Conn.

(Offer good in U. S. only.)

*Charles S. Campbell*  
PRESIDENT

**NAUSEA** due to high altitudes, speed and sudden changes, relieved with  
...Helps to control organs of balance. Quiets the nerves.  
**MOTHER'S MILK AIRSICK REMEDY**  
THE WORLD OVER

## Skin Sufferers

Very first use of soothing cooling, liquid D.D.D. Prescription positively relieves raw red itch—caused by eczema, rashes, scalp irritation, chafing—other itch troubles. Greaseless, stainless. 43¢ trial bottle must satisfy or money back. Ask your druggist for **D.D.D. PRESCRIPTION**.

## RELIEVES PAIN OF HEADACHE • NEURALGIA NEURITIS **FAST**

The way  
thousands of  
physicians  
and dentists  
recommend

Anacin® relieves headache, neuralgia, neuritis pain fast because Anacin is like a doctor's prescription—that is, Anacin contains not just one, but a combination of medically proven, active ingredients in easy-to-take tablet form. Thousands have been introduced to Anacin through their own dentist or physicians. If you have never used Anacin, try these tablets yourself for incredibly fast, long-lasting relief from pain. Don't wait. Buy Anacin today.

## TRUMAN-TAFT CONTINUED

man fronting for the power lobby, fronting for the real estate lobby, fronting for the railroad lobby—with their fine discriminatory freight rates, and all the rest of that crew....

## Taft on the candidates

If Mr. Truman thinks that Governor Stevenson was more aware of the danger of Communism than was General Eisenhower, I might remind him that it was not General Eisenhower who vouched for Alger Hiss's reputation as "good."

As for General Eisenhower doing the country harm by stating his opinion of the Russians, the fact is that the general was not consulted about Teheran or Yalta at all, and he certainly was not on the inside at Potsdam where Mr. Truman confirmed the agreements that paved the way for the Russians to take Eastern Germany, part of Austria, and Manchuria. The soft policy of handling Communism was the policy of Mr. Truman; General Eisenhower was doing his best to carry it out and make friends with the Russians if he could. But his hands would have been tied in any event by the Yalta and Potsdam agreements.

It seems to me that calling the first commander of NATO forces an isolationist is poppycock. To say that he is fronting for assorted interests is just muddy insult.

## Truman on health

The Republicans say in their platform that they are for aid to hospitals and medical research and improved health services, but their voting proves just the opposite.

Now let me give you some examples. In 1947 the Senate Republicans voted better than four to one to cut down our research on cancer. In 1950, 58% of the Republican Congressmen voted against expanding our hospital program. In 1951 the Republican senators voted nine to one to block Federal help to train more doctors. And that same year they voted four to one against badly needed help for state and local public health units....

## Taft on health

After reading so many misstatements, misrepresentations, half-truths and plain lies by Mr. Truman, I was still surprised by his slam that the Republicans are even against health. The Republican senators, he said, "voted four to one against badly needed help for state and public health units." The votes he refers to were made after the outbreak of war in Korea, and many Republicans dared not vote tremendous health expenditures in the face of deficits sure to be caused by the Korean war. Once we get on a balanced budget I certainly would be in favor of them.

But part of this argument about health seems to me to illumine most clearly the art of the demagogue as it is applied by Mr. Truman. Because some Republicans felt that subsidies to private organizations would be more effective for the time being than increasing the limited research facilities of the U.S. Public Health Service, Mr. Truman comes to what for him is a logical conclusion: "The Republicans are for cancer."



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*Presenting America's Guest Decanter!*



*"There is nothing better in the market"*

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**COPIES OF ANTIQUE GEMS** are sold at junk jewelry prices, but perfect castings duplicate their priceless originals. As numbered above, they include: **1**—Iron Age bracelet, 1000 B.C., \$17.50. **2**—Fifth Century B.C. Scythian pin, \$6.30. **3**—Buckle from Hallstatt, Austria, 500 B.C., \$10. **4**—Celtic pin, \$10. **5**—Originally late Sixth Century Burgundian belt ornament, now made into pin, \$5. **6**—Seventh Century Frankish pin, \$10. **7**—Coclé pin from Panama, \$6. **8, 10**—Pins, worn by Queen Shubad of Ur, 2500 B.C., \$9.60. **9**—Late Iron

Age pin, 1000 B.C., \$15. **11**—Sixth Century Byzantine cross, \$6.50. **12**—Seventh Century Avaric pin, \$5.50. **13**—Medieval pendant, \$35. **14**—Seventh Century Frankish plaque was made into a pin, \$6. **15**—Chiriquí pin from Panama, \$5.40. **16**—Scythian pin, 400 B.C., \$2.75. **17**—Queen Shubad's necklace, \$30. **18**—Pre-Columbian Mexican ring, \$9.50. **19**—Seventh Century Goth pin, \$6. **20**—Persian votive pin, 900 B.C., \$5. **21**—West African Ashanti earrings, \$6.60. **22**—Fifth Century Goth pin, \$5. **23**—Ancient Icelandic pendant, \$3.





QUEEN'S TREASURE, worn by Sumerian Queen Shubad in 2600 B.C., is copied, looks like today's high style.

# Museum Jewelry

ANTIQUE, PRICELESS BAUBLES  
ARE SOLD IN REALISTIC REPLICA

Blowing off dust that has been accumulating for as long as 4,000 years, two enterprising U.S. museums are now selling copies of their priceless jewelry pieces which look strangely modern in facsimile (*opposite page*). Philadelphia's University Museum offers 24 different pieces, New York's Metropolitan Museum of Art, 18, at prices ranging from \$2 to \$48. Most of the antique jewelry is copied exactly in gold, silver or bronze by an intricate casting process, but pieces too delicate to withstand this treatment are carefully reproduced in other ways. Interest is naturally highest among regular museum visitors, but the idea may get an added boost from this year's fashion for massive, piled-on costume jewelry. Museum curators regard the project as part of their job of educating the public, hoping that a little of the learning behind these historic pieces may rub off on present-day wearers.



MODERN COPYIST compares pattern with 2,700-year-old original. With a heated tool he corrects rubber mold so copy (No. 20 *opposite*) will be exact.



It's 2-ply!  
...for extra strength  
and extra softness

Here's the gentleness of cleansing tissue plus the firmness of a practical toilet tissue. Soft-Weve is really clothlike in texture—that's why we call it "water-woven." Your entire family will like it! Another "Great Scott" paper value.



Cleansing tissue soft...  
yet toilet tissue firm...because it's double!

"Soft-Weve," "Scotties," "Soft as old linen," Reg. U. S. Pat. Off.



Scotties  
are  
softies!

..... a facial tissue by Scott  
—"soft as old linen".

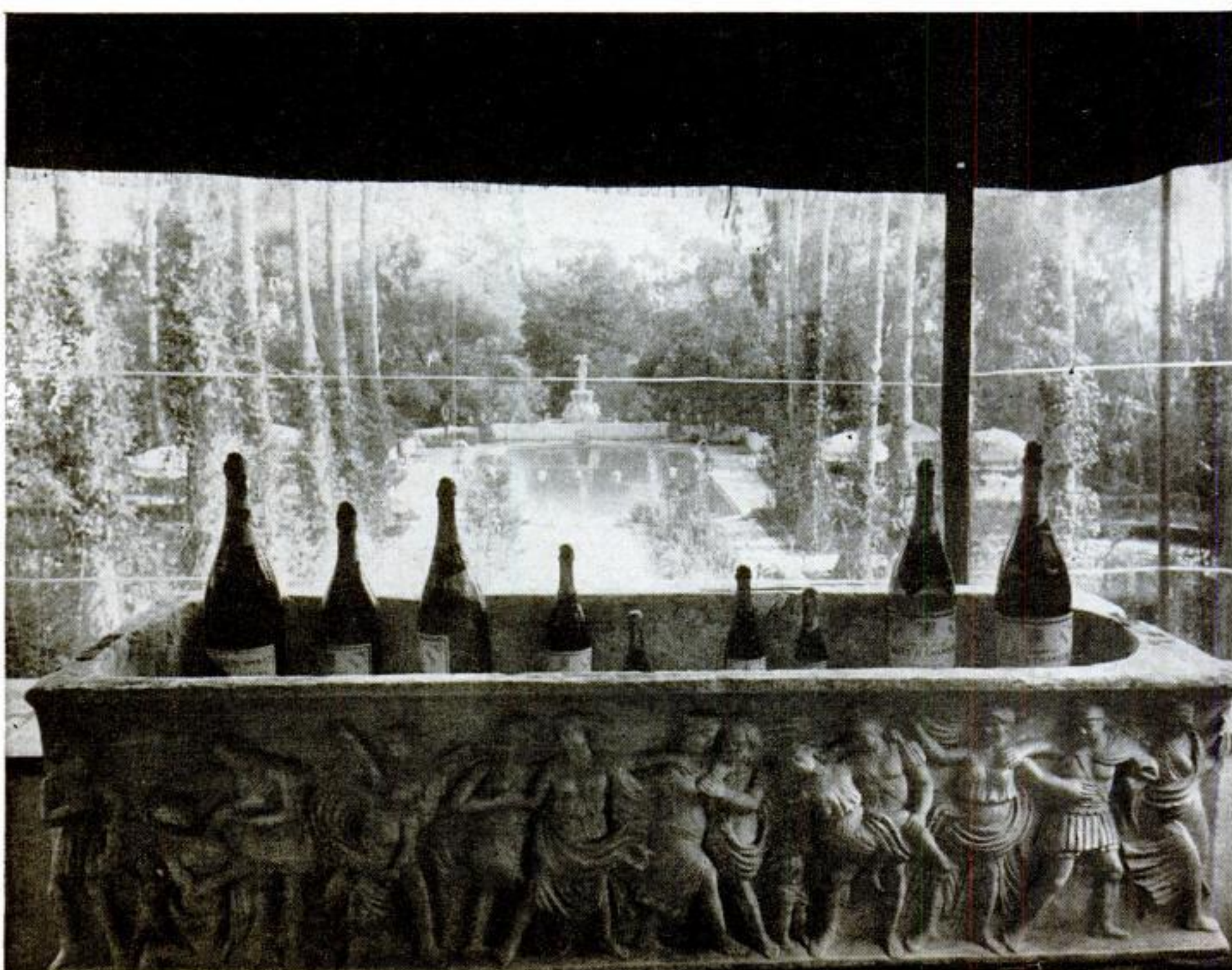




**THE SCENE** of party was the grounds, lantern-hung pool, 27-room Spanish-style house on eight-acre estate, which Marion was given by William Randolph Hearst.

**HAPPY HOSTS,** Marion and her husband Capt. Horace Brown, smile affably at guests as they sit down for a bite in one of the three dining rooms prepared for party.

**ANTIQUE SARCOPHAGUS,** designed for burial of a noble Roman, serves as a receptacle for chipped ice to cool glasses. The bottles lying around in it are fakes.



**A WARM KISS** is given the guest of honor by a blond admirer as she arrives at the reception tent.





JOHNNIE RAY AND HIS RECENT BRIDE MARILYN PUT UP A BRAVE FRONT AS THEY FACE A GROUP OF WELCOMERS UNDER THE CIRCUS TENT NEAR FISHPOND

## *Life Goes to a Big Marion Davies Party*

**SHE PULLS OUT THE STOPS FOR JOHNNIE RAY**

The wealth and beauty of Hollywood—700 strong—swept one night two weeks ago in Cadillacs of many colors into a circus tent. The tent was on Marion Davies' estate and was only a hint of the trouble taken for the guests—the paths were carpeted with synthetic grass, gardenias had been pinned to the rosebushes by the fishpond, champagne glasses lay in a Roman sarcophagus for chilling. Ostensible reason for the party was to welcome Singer Johnnie Ray and his bride to Hollywood. But most people thought Marion was simply getting lonely in her big house and wanted to

throw an old-fashioned party on the all-stops-pulled-out scale for which she was once famous.

This party cost Miss Davies \$25,000, but she didn't regret a cent of it. Everybody was there—Ava Gardner, Jack Warner, the ex-Queen Mother of Egypt, Hopalong Cassidy. There was music all night, sentimental speeches, there were 40 cases of champagne, 80 beef tenderloins, 50 pounds of caviar. And there were no fights or scandals. "That was a wonderful party," said Marion, as the last guests faded away into the dawn, and promised her next would "make this one look like a barbecue."



JOHNNIE KNEELS but not to sing. He is merely exchanging greetings with Actress Jeanne Crain.



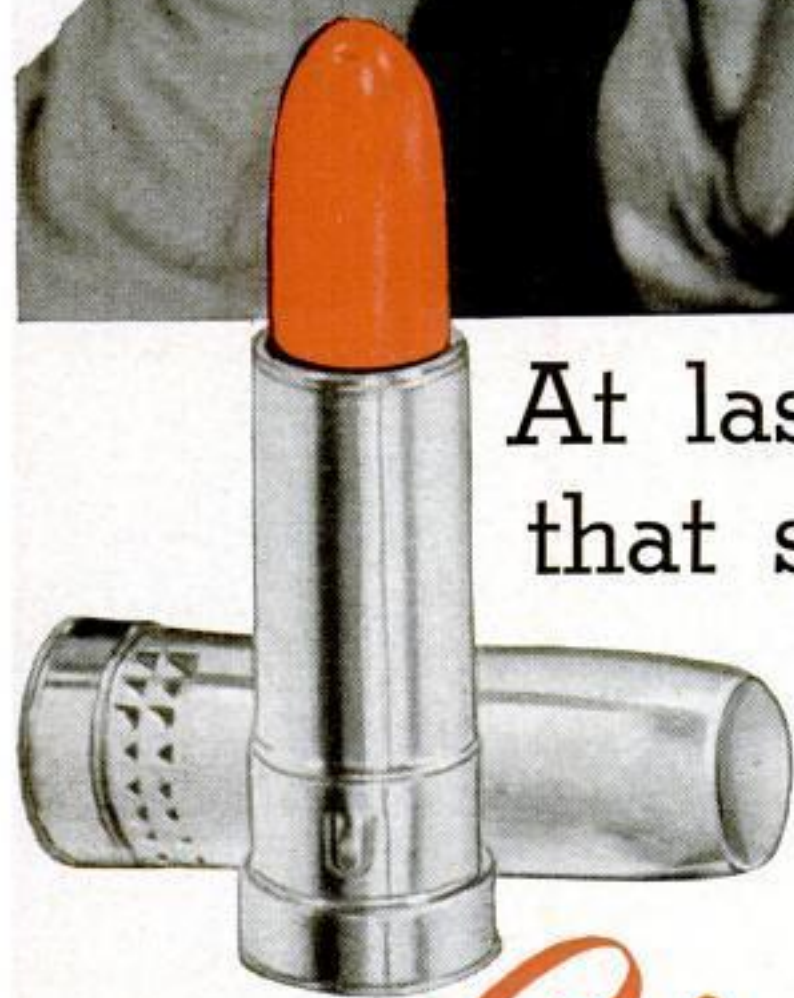
Don't pay with parched lips  
for lasting lipstick color!



**DIANE CASSIDY**  
Now appearing in MGM's  
"BECAUSE YOU'RE  
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Color by Technicolor

Gown by Greta Platty  
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At last a lipstick  
that stays on longer  
—yet does not  
dry your lips!

NEW *Color-fast* LIPSTICK  
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Now your lips can look lovely longer . . . feel good, too. Max Factor has patented an entirely different way of making lipstick . . . the exclusive Color-Fast process. Your lips *don't dry out*, but stay caressingly soft, because this process brings you **FOUR TIMES** as much lanolin in a lipstick that *stays on longer\** than any "indelible" lipstick. And Color-Fast lipstick looks smoother, goes on more easily, too. For lips that look lovely longer, yet stay as soft as velvet get Max Factor's New Color-Fast Lipstick today.

**Eight Exciting New Shades**

PARTY PINK • GOLDEN FLAME • WILD ORCHID • CORAL SPRAY  
CHEERY CHERRY • RED, RED ROSE • CLEARLY RED • BRIGHTER RED

New Color-Fast Lipstick by Max Factor **\$1.10**  
at your favorite drug or department store plus tax

\*GUARANTEE: "I personally guarantee that my new Color-Fast Lipstick will stay on longer, be non-drying and entirely safe for sensitive lips. Try it. If you don't agree, return the unused portion to me and I will send you a full refund." MAX FACTOR, JR., Hollywood, Calif.

*Davies Party* CONTINUED

## MOMENTS OF MERRIMENT



**QUIET JOY** illuminates face of TV Director Joe Evans as he is crowned with floral decoration taken from one of buffet tables by Actress Constance Smith.



**EXPANSIVE JOY** is shown by guest of honor, Johnnie Ray, as he compliments his friend Sammy Davis for imitation of lachrymose Ray singing style.

CONTINUED ON PAGE 137





The swing is to Reo, from coast-to-coast. Reo's winning platform makes sense to truckers... bigger payloads because of Reo More-Load-Design and *Gold Comet* Power; lower maintenance and repair costs brought about by Reo engineering advancements such as replaceable wet-sleeve cylinders, and interchangeable main bearings; plus smooth, economical performance. Tell your Reo dealer you want to "meet the candidate" for an on-the-job demonstration.

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VOTE as you please, but vote



**REO**

Builds The  
Amazing

**EAGER BEAVER**

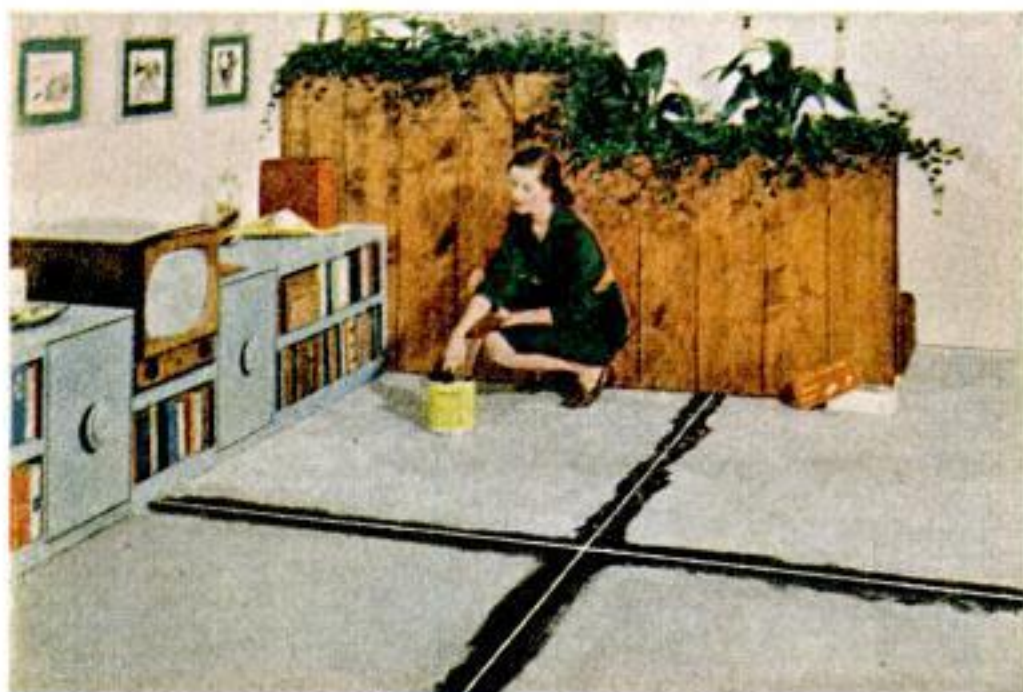
Truck For The  
U.S. Army.

the Senator says:  
You can't beat the machine—if it's a REO!  
A vote for Reo Gold Comet power, gasoline or LP-gas, is a vote for true economy.





# Mrs. Richard Lansing shows how easy it is to install a Guaranteed **KENTILE FLOOR**



**STEP 1...** Mrs. Lansing follows the simple instructions...here she's beginning to spread Kentile Adhesive over half the play room.



**STEP 2...** She puts tiles down in place, one at a time. When half the floor is covered, the adhesive is spread over the remaining half.



**STEP 3...** After Kentile Adhesive is ready... Mrs. Lansing continues installing tiles...and the other half of the room is finished.



Kentile Colors shown: Greek Skyros and Breccia

You can install a **KENTILE FLOOR** like this for only **\$22<sup>25</sup>\*** (FOR A 9'x16'6" FLOOR)

## **KENTILE** GUARANTEE FOR SELF-INSTALLED KENTILE

Kentile, Inc. will provide new tile without charge for any Kentile that wears out... and on which colors wear off... during your own occupancy of your home wherein you have installed Kentile. This guarantee does not apply to damage caused by improper handling, or failure to follow the instructions for installation and maintenance available at your Kentile dealer's.

Think of the money you'll save! 26 glorious colors to choose from give you colorful beauty for kitchen, bedroom, living room... anywhere in your house. Cleaning is easy with Kentile... it sheds dirt and stains... gleams like new with occasional no-rub waxings... stays bright and fresh even with the hardest kind of service.

So why buy floor-coverings with just a colored surface that wears off with use? For so little more you can now get wear-resistant Kentile with colors extending right through each tile—and with quality assured by the Kentile Guarantee.

Only Kentile Dealers offer you these low-priced Guaranteed **KENTILE FLOORS**. \*Price quoted is for a 9'x16'6" Kentile Floor (less stair area) installed by you. Your Kentile Floor may cost less or slightly more, depending on size of room, colors and freight rates. (If you prefer, your Kentile Dealer will gladly install any Kentile Floor you choose.) See your local Kentile Dealer and ask for FREE estimate. He's listed in the classified phone directory under FLOORS. In Canada, T. Eaton Co., Ltd.

## **KENTILE**®

The Asphalt Tile of Enduring Beauty





# AVA, BELLE OF THE BALL



REACHING FOR AVA during dance is Keenan Wynn (hands at right). Miss Gardner won close race from dozen stars in attention-attracting category.



FAREWELL TO AVA is given by an admirer. She was one of two girls who were brought to the party by Fernando Lamas, the other being Lana Turner.

CONTINUED ON NEXT PAGE

# This Winter- instead of a towline...



depend on the

# CARTER LIFELINE

for efficient, economical fuel system operation

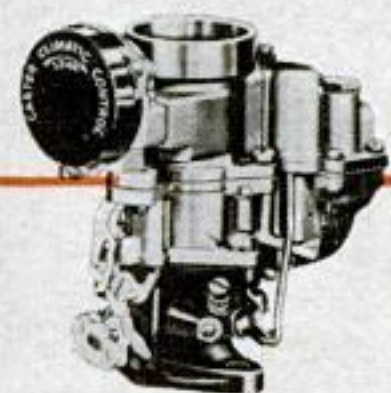
LIFELINE



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For new life and dependability in your winter driving, ask your mechanic to check your car's fuel system and replace worn equipment with Carter Life Line products.

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## COMFORT IN COOL WATERS



**CAREFUL SPLASH** into the fishpond was made in the presence of photographer by TV Actress Rowena McNamara. She was rescued by newspaperman.



**DELICATE DIP** into the same waters gives Broadway Actress Joan Diener a chance to cool off her feet. Nobody went swimming in the fishpond or pool.

America prefers  
the natural, luscious ripe fruit taste of

# Arrow

BLACKBERRY  
FLAVORED  
BRANDY

It's America's  
Biggest  
Seller!\*

Delicious straight or in  
a host of mixed drinks

Every sip of its natural, luscious, ripe  
fruit flavor is a connoisseur's delight  
... truly delicious to the taste.

\*Based on the total sales of all Blackberry Flavored  
Brandies in 17 representative States for the last  
complete calendar year.

ARROW LIQUEURS CORPORATION, DETROIT 7, MICHIGAN...70 PROOF



**NEW Shampoo Discovery gives You  
Film-Free Hair with**

**NO "DETERGENT  
DRYNESS"**



*Dryness caused by strong "dishpan" detergents in some shampoos... that can take out of your hair the very substances it needs for health and beauty.*



Nature gives you "Young" Hair...

**NEW FITCH SHAMPOO** Helps Nature  
Keep Your Hair Looking Young

*Your hair renews its youth* with every inch it grows... and gentle new Fitch Shampoo has the *special* formula that keeps it healthy, young. New Fitch floats out surface oil, dirt, and loose dandruff... but *leaves in* Nature's beautifying lubricants to polish your hair with a *natural* shine.

*See the difference!* No dulling film remains... the "rinse" is right in the new Fitch Shampoo formula.

*Feel the difference!* That brittle feel of harsh "detergent dryness" disappears as natural oils are restored.

New Fitch Shampoo makes even hardest water rain-water-soft. It leaves your hair easier to manage, gives it that "Hairdresser Look." It's mild, safe for a child's scalp... and still the only shampoo that guarantees to remove dandruff in one lathering—or your money back.

Stop washing the "Bloom of Youth" from your hair...

SWITCH TO

**New FITCH  
SHAMPOO**



PERFECT FOR ALL THE FAMILY

The only shampoo guaranteed to remove dandruff in one lathering... or your money back.

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**BIG  
2 FOR 1  
INTRODUCTORY  
OFFER**



**\$1.18 Value  
FOR ONLY**

**59¢**

**NEW** lightning-fast lather, even in hardest water!

**NEW** easier rinsing!

**NEW** scalp-soothing mildness!

**NEW** clean, fresh scent!





## FOUR-MASTERS IN A SNUG HARBOR

As a big hurricane danced and pirouetted up the North Atlantic late last month, the Portuguese fishermen along Newfoundland's Grand Banks, who are virtually the last adherents of the old, tall-masted fishing schooner, scurried into St. John's Harbor. While the hurricane blew itself out over the ocean, the port was filled with old-fashioned wooden ships—

two-, three-, and four-masters. When the morning mist began to drift off, the modern Portuguese hospital ship, *Gil Eannes* (left), which accompanies and cares for the Portuguese fleet's 4,000 fishermen, seemed like an anachronism. For the rest St. John's historic roadstead looked like a 19th Century pastel study of sailing ships safe and snug in a peaceful harbor.



You've got to be quick  
on the draw for Japan's

## HORSEBACK ARCHERY

**1** "Rapid-fire target-shooting at full gallop has been the Japanese test of a *samurai* warrior's skill since the 12th century—but even at a trot *yabusame* was almost too much for me," writes an American friend of Canadian Club. "In Kamakura, just south of Yokohama, I donned a classical kimono for my seven swoops down the 370-yard course. Shooting at three targets on each run and refitting arrows between shots took as much horsemanship as marksmanship . . .



**2** "A bow more than six feet long was my first tip-off to the rigors of *yabusame*. We'd lined up to honor the 'First Archer.' If he missed the first target it would bring bad luck, I was told. I crossed my fingers—he hit the bull's-eye.

**5** "Honor is paramount to the Japanese, I learned. And no whisky is more honored in Japan—or anywhere else I travel—than my back-home favorite, Canadian Club."

Why this whisky's worldwide popularity? Canadian Club is *light* as scotch, *rich* as rye, *satisfying* as bourbon.



**3** "'You're next,' my host said after the others had made their runs. 'And whatever you do, be sure to hit the final target,' he warned as he adjusted my quiver belt. My first arrow, shot at a gallop, missed its mark, but I slowed down to a trot and made the last shot good. Luckily for me, I found out afterward . . .

Yet it has a distinctive flavor and a character that is all its own. You can stay with Canadian Club all evening long . . . in cocktails before dinner and tall ones afterward. There is *one and only one* Canadian Club, and *no other* whisky tastes quite like it in all the world.



**4** "If you missed in the old days, you had to commit *hara kiri* to save face,' my host said. He explained *yabusame*'s history—and capped the occasion with Canadian Club!



IN 87 LANDS . . . THE BEST IN THE HOUSE

# "Canadian Club"

6 YEARS OLD

90.4 PROOF

IMPORTED IN BOTTLE FROM WALKERVILLE, CANADA, BY HIRAM WALKER & SONS INC., PEORIA, ILL. BLENDED CANADIAN WHISKY.

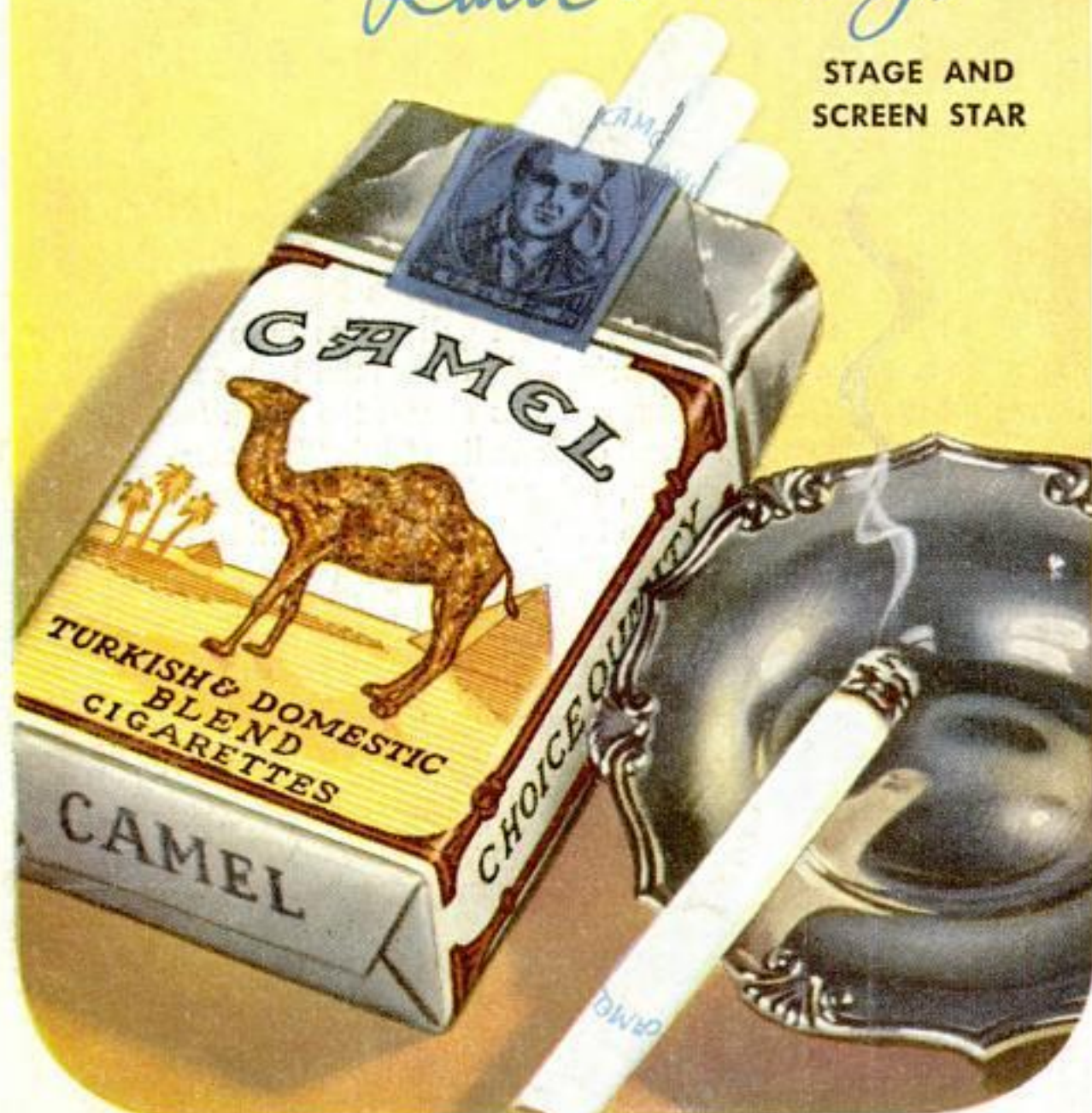


Why did you change to **CAMELS**, Ruth Hussey?

"When I tried **Camels** for 30 days, I found I was enjoying cigarettes more than ever. They're **mild** and they taste really wonderful!"

*Ruth Hussey*

STAGE AND  
SCREEN STAR



R. J. Reynolds Tobacco Co., Winston-Salem, N. C.

More People smoke **Camels**  
than any other cigarette!

Start your  
own 30-day  
Camel mildness  
test today!



**T**HERE are good sound reasons for Camel's overwhelming popularity—reasons why so many more people enjoy Camels than any other brand. You'll discover the reasons if you do what Ruth Hussey did—try Camels as your steady smoke, try them for 30 days. See if Camels don't give you greater cigarette enjoyment than you've ever had before. See how Camel's rich flavor and cool mildness keep right on pleasing you—pack after pack, week after week!

**CAMEL LEADS ALL OTHER BRANDS  
BY BILLIONS OF CIGARETTES PER YEAR!**